

The Human Element: Essential engagement skills for the landscape practitioner

09 October 2019, thestudio, Birmingham

MORNING SESSION				
09:00 – 09:25	Registration (trade stands, coffee and networking)			
09:25 – 09:30	Welcome and open remarks Jane Findlay, President Elect, Landscape Institute			
09:30 – 10:00	<p>Paving the Way: become a landscape leader Being an effective leader requires technical skill, strategic thinking and knowledge. Being a great leader also requires emotional intelligence. In a working world where we prioritise 'doing' over reflecting, it's important we develop self-awareness. So, how can we flex this muscle? Shireen will use examples from her work as CEO of the Institute of Chartered Foresters to show how leadership is essentially a human activity – complex and messy, yet an opportunity to empower both yourself and others.</p> <p>Shireen Chambers MBE FICFor, The Institute of Chartered Foresters Chaired by Jane Findlay</p>			
10:05 – 10:50	<p>Dark Arts of Influencing: using psychology to sway people Learn the techniques that social psychologists swear by and make your method of communication even more compelling. This interactive session provides a practical introduction to getting what you want by tapping into others' key motivators. You will learn how to apply universal principles of influencing to encourage others to see your point of view, whilst exploring the ethics of doing so.</p> <p>Hazel Carter, Carter Corson Chaired by Jane Findlay, Landscape Institute</p>	<p>Women in Landscape: the route to gender equality Presented to the House of Lords last year, this talk will uncover current statistics around gender equality within the broader built environment sector, and address the bigger picture for working women in the UK concerning gender pay gap and unconscious bias. The Landscape Institute's 2018 talent survey will be used as a benchmark for considering equality within membership, with focus on the specific issues that female landscape professionals often encounter around recruitment, retention and recognition. This session will benefit both employers and employees (of any gender), as we consider ways to better promote equality in the workplace through targeted initiatives.</p> <p>Romy Rawlings DipLA CMLI, Vestre</p>	<p>The 'WOW' Factor: setting customer service standards How can a business build on existing customer service standards? With so much competition, customer service is no longer a department, but everyone's responsibility. Your people are the 'window' to your business, and your everyday actions and processes have an immediate effect on customer loyalty. At the end of this session delegates will get an in-depth view of delivering the 'WOW' factor; from continuity and customer relationship management through to handling conflict through customer resolution.</p> <p>Tracy Waddacar, World Class Service</p>	<p>Resilience, Balance & Wellbeing in the Workplace Over recent years, psychological research has shifted from an emphasis on disorder and dysfunction to a focus on a culture of wellbeing and positive mental health. But what do we really mean by wellbeing and how do we foster an organisational culture that champions it? What develops individual resilience? And how can this put us back in the driving seat of our own lives? Tom Parsons will speak from his experience as the BeyondZero Culture Manager of Europe with Jacobs Engineering, and reflect upon his background in high performance sport.</p> <p>Tom Parsons, Jacobs Chaired by – Beth Cooper, Timberplay</p>
10:50 – 11:10	BREAK			

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<p>11:10 – 11:55</p>	<p>The Legacy of BlueGreen Liverpool: community engagement with meaning Established by Engage Liverpool and reshaped Landscape Architects, BlueGreen Liverpool was a year-long community-led consultation project to create and enhance public green space. Four years on, the award-winning project has inspired numerous schemes and enabled local residents to continue transforming their own environment. With reference to the project, this session will explore different types of participatory engagement and their merits in engaging isolated and hard to reach groups, and the role that designers can play in turning community ideas into fundable propositions that the local authority will support.</p> <p>Elaine Cresswell,, Reshaped Landscape Architects Chaired by Jane Findlay, Landscape Institute</p>	<p>Making it personal: building your brand toolkit Learn how to stand out, get noticed and become the ‘go-to’ landscape professional for that dream opportunity. This workshop is designed to help you to learn the key skills that you need to enhance your personal brand; if you need to nail your next career move or generate lucrative customers and referrals for your business, this session is for you. Understand how to maximise your reputation, sharpen your image, and network like a pro, both face-to-face and within the digital sphere.</p> <p>Diana Chrouch, Chrouch Consulting</p>	<p>ACO Team Working</p>	<p>Developing a human-centred marketing strategy On average, 5.4 people are involved in a business purchasing decision (CEB Marketing Leadership Council). With this degree of complexity, how can you create relevant marketing messages that appeal and motivate each member of the buying committee? Using real-life examples from companies both large and small, this workshop will introduce delegates to a human insight-led approach, built around a buyer persona framework. You’ll leave this session with a systematic approach to identifying attitudes, needs and pain points and developing communications messages that deliver results.</p> <p>John Clay & Sarah Stretton, Stretton and Clay Chaired by – Beth Cooper, Timberplay</p>
<p>12:00 – 13:00</p>	<p>LUNCH</p>			

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AFTERNOON SESSION

<p>13:00 – 13:45</p>	<p>Making it personal: building your brand toolkit Learn how to stand out, get noticed and become the 'go-to' landscape professional for that dream opportunity. This workshop is designed to help you to learn the key skills that you need to enhance your personal brand; if you need to nail your next career move or generate lucrative customers and referrals for your business, this session is for you. Understand how to maximise your reputation, sharpen your image, and network like a pro, both face-to-face and within the digital sphere.</p> <p>Diana Chrouch,, Chrouch Consulting Chaired by Jane Findlay, Landscape Institute</p>	<p>Workshop: leading live-action community engagement Enjoy a practical workshop off-site and engage with members of the public to create a 'my city' map. The signpost will direct tourists to landscape hotspots and hidden gems that local people want to showcase. This activity usually sparks unexpected discussion around placemaking and highlights the importance of engaging with communities as experts of their own locality. The session will close with a discussion about how the insights gained could be used to inform future regeneration projects.</p> <p>*Please note this is a workshop is a double session which will move outdoors</p> <p>Elaine Cresswell , Reshaped Landscape Architects</p>	<p>Resilience, Balance & Wellbeing in the Workplace Over recent years, psychological research has shifted from an emphasis on disorder and dysfunction to a focus on a culture of wellbeing and positive mental health. But what do we really mean by wellbeing and how do we foster an organisational culture that champions it? What develops individual resilience? Tom Parsons will speak from his experience as the BeyondZero Culture Manager of Europe with Jacobs Engineering, and reflect upon his background in high performance sport.</p> <p>Tom Parsons, Jacobs</p>	<p>The power of social media: how to build your brand and be top of mind in your market Understand the opportunities for exponential growth within a digital market that can acquire new clients in a targeted and cost-effective manner. Consider both personal and business branding on social media, and how to present yourself as an expert in your sector. Learn strategies to separate your services from competitors, reduce reliance on price, and stay 'top of mind' in your market.</p> <p>Andy Hemming, Action Coach Chaired by – Beth Cooper, Timberplay</p>
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<p>13:45 – 14:30</p>	<p>Women in Landscape: the route to gender equality</p> <p>Presented to the House of Lords last year, this talk will uncover current statistics around gender equality within the broader built environment sector, and address the bigger picture for working women in the UK concerning gender pay gap and unconscious bias. The Landscape Institute’s 2018 talent survey will be used as a benchmark for considering equality within membership, with focus on the specific issues that female landscape professionals often encounter around recruitment, retention and recognition. This session will benefit both employers and employees (of any gender), as we consider ways to better promote equality in the workplace through targeted initiatives.</p> <p>Romy Rawlings DipLA CMLI, Vestre Chaired by Jane Findlay, Landscape Institute</p>		<p>Dark Arts of Influencing: using psychology to sway people</p> <p>Learn the techniques that social psychologists swear by and make your method of communication even more compelling. This interactive session provides a practical introduction to getting what you want by tapping into others’ key motivators. You will learn how to apply universal principles of influencing to encourage others to see your point of view, whilst exploring the ethics of doing so.</p> <p>Hazel Carter, Carter Corson</p>	<p>Developing a human-centred marketing strategy</p> <p>On average, 5.4 people are involved in a business purchasing decision (CEB Marketing Leadership Council). With this degree of complexity, how can you create relevant marketing messages that appeal and motivate each member of the buying committee? Using real-life examples from companies both large and small, this workshop will introduce delegates to a human insight-led approach, built around a buyer persona framework. You’ll leave this session with a systematic approach to identifying attitudes, needs and pain points and developing communications messages that deliver results.</p> <p>John Clay & Sarah Stretton, Stretton and Clay Chaired by – Beth Cooper, Timberplay</p>
<p>14:30 – 15:00</p>	<p>Break</p>			

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<p>15:00 – 15:45</p>	<p>Stakeholder Engagement Planning for the Landscape Professional</p> <p>Understanding your stakeholders (including your customers/clients) helps you to decide how best to work with them. This session covers a range of stakeholder engagement techniques including reasons to engage, stakeholder analysis, mailings and events, and evaluation. There will be practical examples to show how stakeholder engagement can be scaled up from a single business to a national government consultation, such as the Environment Agency’s Water Environment Consultation (Challenges and Choices) which begins in October 2019.</p> <p>Suzanne Bennett, The Environment Agency Chaired by Jane Findlay, Landscape Institute</p>	<p>The power of social media: how to build your brand and be top of mind in your market</p> <p>Understand the opportunities for exponential growth within a digital market that can acquire new clients in a targeted and cost-effective manner. Consider both personal and business branding on social media, and how to present yourself as an expert in your sector. Learn strategies to separate your services from competitors, reduce reliance on price, and stay ‘top of mind’ in your market.</p> <p>Andy Hemming, Action Coach</p>	<p>The ‘WOW’ Factor: setting customer service standards</p> <p>How can a business build on existing customer service standards? With so much competition, customer service is no longer a department, but everyone’s responsibility. Your people are the ‘window’ to your business, and your everyday actions and processes have an immediate effect on customer loyalty. At the end of this session delegates will get an in-depth view of delivering the ‘WOW’ factor; from continuity and customer relationship management through to handling conflict through customer resolution.</p> <p>Tracy Waddacar , World Class Service</p>	
<p>15:50 – 16:50</p>	<p>Creating Equality Opportunity</p> <p>This two-part panel will kick-start with discussion on creating equal opportunity in the construction industry. Talent is not the issue; there are very few ‘accessible’ opportunities for young people – so how do we advocate more diverse professional appointments? This will be followed by an interactive brainstorming session with focus on a diversity ‘road map’ for creating change. Learn how to foster more diversity and inclusion in your business, by looking at leadership, people strategy, business model barriers and opportunities, sustainability and culture.</p> <p>Diana Chrouch, Chrouch Consulting Bola Abisogun OBE FRICS, UrbanIS</p> <p>Chaired by Jane Findlay, Landscape Institute</p>			
<p>16:50</p>	<p>CLOSE</p>			

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