

MEND Best Practice Conference & Awards sponsored by Big Lottery Fund

Thursday 12th November 2009

Britannia Hotel Coventry · Fairfax Street · Coventry CV1 5RP

AGENDA

0900 – 1000 Registration

Join us for tea, coffee and fruit

1000 – 1100 Conference Open

Harry MacMillan, MEND Chief Executive Officer and Paul Sacher, MEND Chief Research and Development Officer lead a team presenting the MEND Central Update. Topics include 'Working with the Health and Fitness Sector', 'Research and Programme Development Update' and 'Report from Westminster and Whitehall'

1100 – 1115 Morning Break

1115 - 1245 Morning Workshops

Workshop 1 – Am I Making a Difference? The Importance of Accurate Data

Facilitated by Phil Veasey, Strategic Partnership Director, MEND Central with contributions from the MEND Research and Development team lead by Paul Sacher and Duncan Radley, MEND Research Manager; Head of Quality Assurance Shahida Awan and Operations and Delivery Director Tracey Bleakley.

Learn more about new developments at MEND to identify and disseminate best practice through the new MEND Peer Assessors project. Join the discussion on the

importance of collecting quality data and take the opportunity to practice the techniques to achieve accurate measurements at the measurement stations led by MEND's research and development team.

Workshop 2 – Communicating with Young People

This facilitated, group workshop, takes a fresh perspective to reaching young people and their families, achieving more effective recruitment, retention and sustainable outcomes and identifying champions in the MEND community.

Workshop 3 – MEND World

Facilitated by Suzi Woolcock, Head of Sustainable Outcomes, MEND Central

An overview of MEND Central strategies including the new MEND World website and challenge-based resources; implementation of recommended local post-programme strategies such as exercise sessions, care pathways and follow-up measurements through sharing of best practice, experiences and ideas and problem solving.

Workshop 4 – Partnership Working – Solutions for Success!

Facilitated by Richard Tremere, MEND Regional Manager

An interactive workshop for MEND Programme Managers, delivery team members and commissioners, providing guidance on developing an effective partnership working strategy, including how to 'sell' the benefits of working with your MEND programme to partners; who should you be linking with? What tools can assist you?

Network with other MEND partners, share ideas and learn from good practice and take away the top 5 critical factors to developing improved partnership working skills.

1245 – 1345 Networking Lunch

- Look at what's new on the MEND Stands
- Have fun with zigzag dance mats
- Check out the latest exercise bikes from trixter
- Take a tour of OMMS

1345 – 1515 Afternoon Workshops

Workshop 5 – Am I Making a Difference? The Importance of Accurate Data

Facilitated by Phil Veasey, Strategic Partnership Director, MEND Central with contributions from the MEND Research and Development team lead by Paul Sacher and Duncan Radley, MEND Research Manager; Head of Quality Assurance Shahida Awan and Operations and Delivery Director Tracey Bleakley.

Learn more about new developments at MEND to identify and disseminate best practice through the new MEND Peer Assessors project. Join the discussion on the importance of collecting quality data and take the opportunity to practice the techniques to achieve accurate measurements at the measurement stations led by MEND's research and development team.

Workshop 6 – Debunking the Hard to Reach Myth

Lee Phillips, Marketing and Communications Director, Humana Europe, guest facilitator.

Using insight-driven marketing techniques to engage individuals, families and communities for more successful recruitment to MEND's programmes.

Lee is a marketing and communications specialist with more than 18 years' branding, advertising, marketing, research and CRM experience in the UK and Asian markets. He has previously worked in senior management roles for global brands such as Vodafone and Harrods, and spent five years in Tokyo on the agency side operating in the financial services, IT and automotive sectors. In 2007 he was inducted into the CorpComms 100 Club, an organisation which recognises the top performing corporate communicators in the UK.

Workshop 7 – MEND World

Facilitated by Suzi Woolcock, Head of Sustainable Outcomes, MEND Central

An overview of MEND Central strategies including the new MEND World website and challenge-based resources; implementation of recommended local post-programme strategies such as exercise sessions, care pathways and follow-up measurements through sharing of best practice, experiences and ideas and problem solving.

Workshop 8 – Working with Groups developed by Dr. Paul Chadwick

A workshop for new MEND Partner Programme Leaders

An opportunity to see how the use of facilitation skills can be helpful when running MEND's programmes. This is achieved by using a combination of discussion, role play and video materials. Participants will learn how facilitation techniques can be used to manage common difficulties experienced when working with groups of people.

1515 – 1530 Refreshment Break

1530 – 1625 MEND Best Practice Awards 2009

Announcing the winners of this year's MEND Best Practice Awards including presentations from the 2009 winners.

1625 – 1630 Closing Remarks

1630 End of Conference