

COMMUNICATIONS

Report by Mandy Henshall

PURPOSE

1. To update Trustees on specific communications activities.

TRUSTEE ACTION

2. Note the current status of the projects detailed.

NBN WEBSITE

3. As mentioned in the CEO report, the new site will launch w/c 15th February.

ACTION: Trustees are asked to comment and provide any feedback on the new website.

SPONSORSHIP

4. Development of a Sponsorship Strategy is underway.
A brochure (online and printed) will be designed to help when approaching potential sponsors. This will show the various sponsorship options and how to get involved.

SOCIAL MEDIA

5. Development of a social media strategy is underway. The number of Twitter followers is now 3368, Facebook likes is 696 and there are 4037 LinkedIn Group members. Purba Choudhury is looking into availability of LinkedIn courses to help us maximize our potential audience in this social media network.

WORKING GROUP 6

6. The Terms of Reference are being worked up and the first meeting will be arranged to take place in the next month. Work has been delayed on this due to the development of the new website.

EVENTS

7. NBN Conference review and feedback – please see Appendix 1
8. The NBN is investigating stand costs for the Scottish Birdfair (part of Scotland's Nature) (May) and BBC Countryfile show (inaugural event in August). The BBC Countryfile event, timing wise, could be especially useful to help promote the Atlas of Living Scotland and other Atlases.

UPCOMING ACTIVITY

9. The following key activities will be taking place over the next six months:
 - Date and location of NBN Conference will be agreed, programme developed and speakers confirmed
 - NBN Awards 2016 launched and promoted

- Launch of the Atlas of Living Scotland
- Rebranding of the NBN eNewsletter and re-naming to Network News. This will have a look consistent with the new website and will launch in April
- Launch of NBN blog (to capitalise and promote our members work)

The potential to launch a quarterly Recorder magazine aimed at the recording community to promote schemes, individuals, technology etc., will also be assessed. The viability of this needs to be discussed with a few NBN members, but there would appear to be a gap in the market for such a publication. It would also link well with Strategic Aim 3, Captivating & Engaging, especially promoting the NBN and its members.

ACTION: Trustees are asked to comment on the idea of a Recorder magazine.

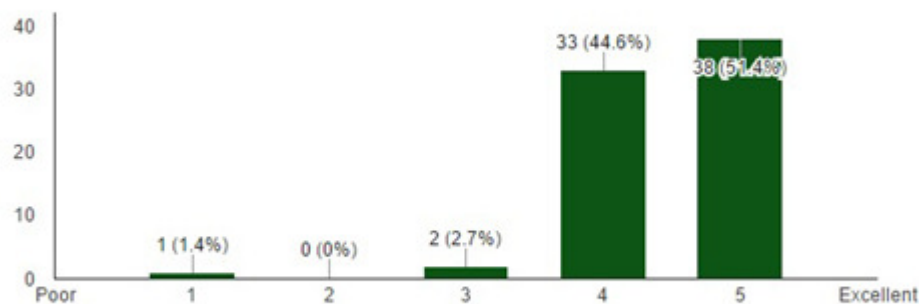
Appendix 1

NBN Conference 2015

The overall comments in relation to the Conference were very positive. The two day format was well liked as was the change in location.

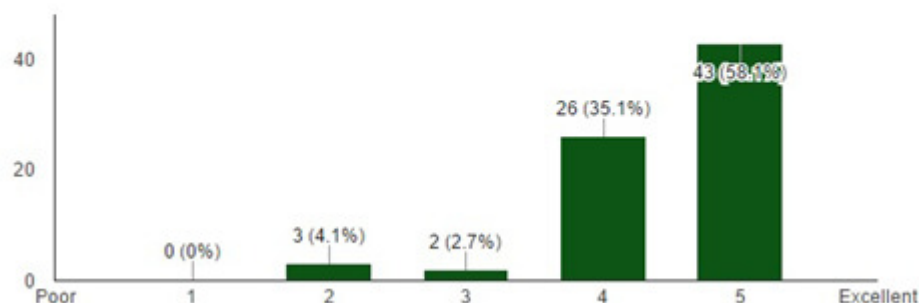
The summary, from 74 respondents (out of almost 180 attendees; 41%), is as follows:

Please rate your overall satisfaction with the 2-day conference (74 responses)



Please rate your overall satisfaction with the format of the conference (i.e. morning sessions, breaks, lunch, afternoon sessions):

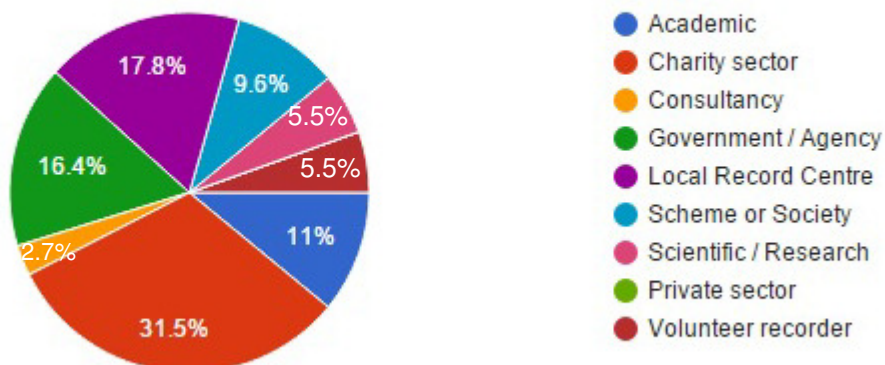
(74 responses)



People travelled from the following countries:

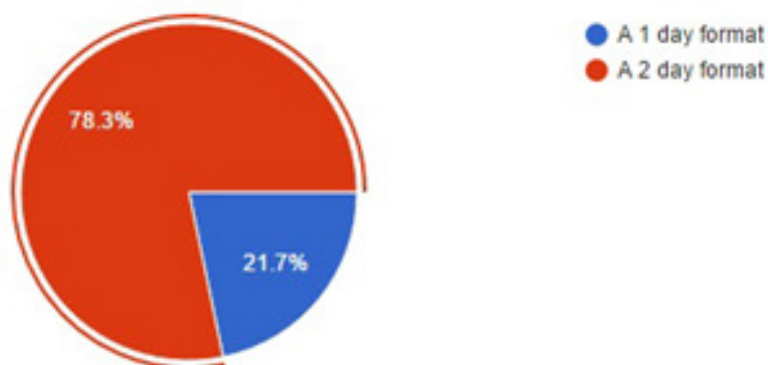
England	Scotland	Wales	Other	N. Ireland
78.4%	10.8%	5.4%	4.1%	1.4%

Please indicate which sector you belong to (73 responses)



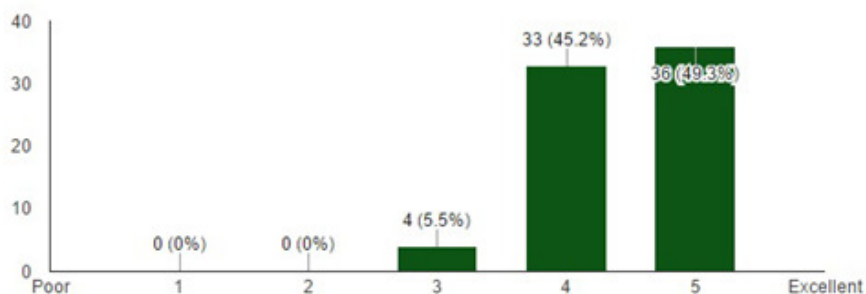
One day or two day format:

Do you prefer... (69 responses)

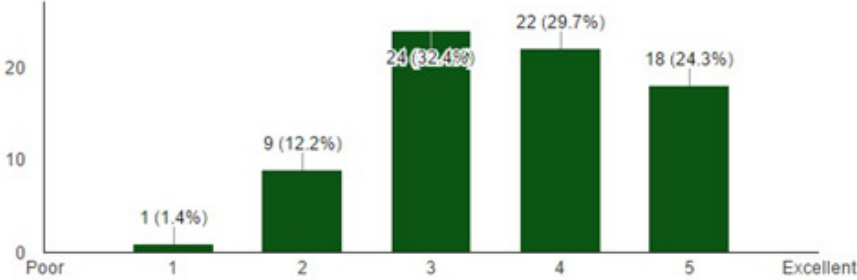


Please rate your overall satisfaction with the venue and the facilities

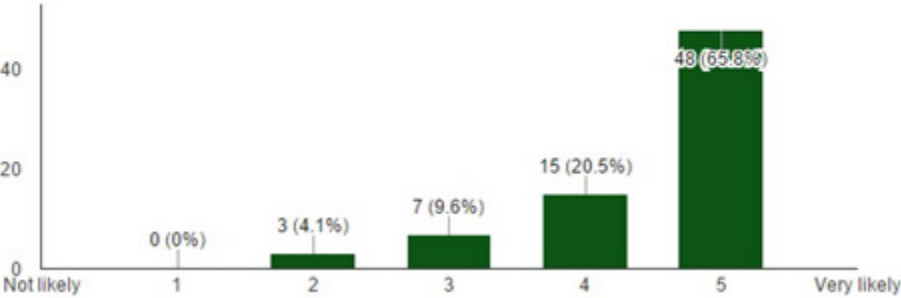
(73 responses)



Please rate your overall satisfaction with the location of the conference
(74 responses)

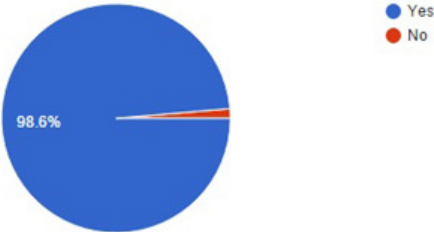


Overall, based on your total experience at the conference, will you attend or recommend someone else attend next year's conference?
(73 responses)

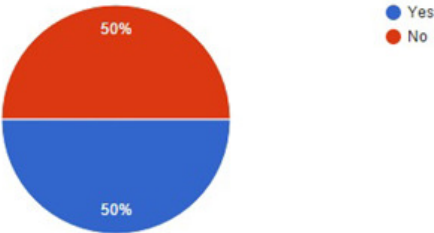


Speakers

Overall, were the speakers informative, prepared and engaging? (74 responses)

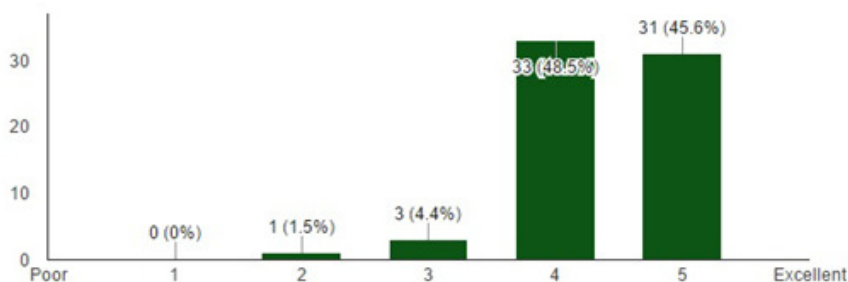


Did the line up of speakers have any bearing on whether you attended or not?
(74 responses)

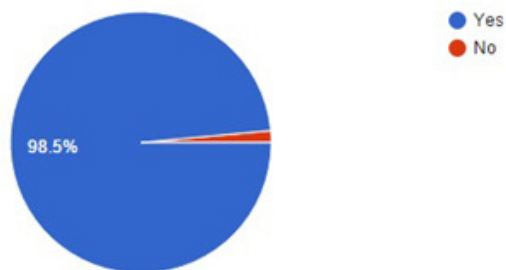


Thursday 19th Nov

Please rate the programme and the format of Thursday 19th November
(68 responses)

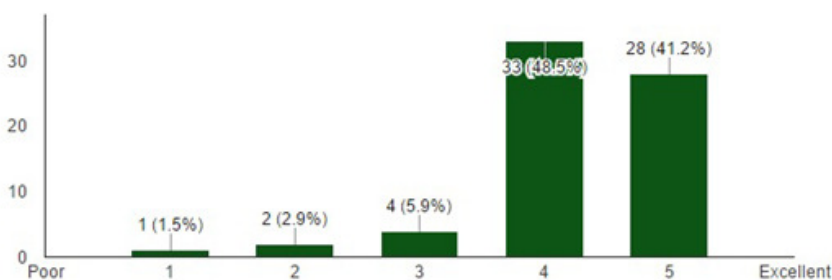


Were the topics relevant to you? (68 responses)

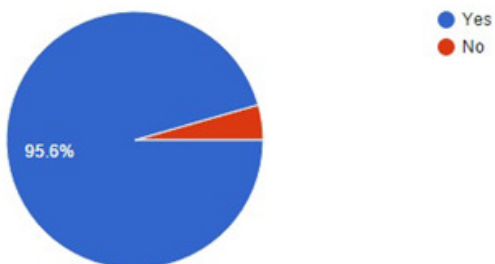


Friday 20th November

Please rate the programme and the format of Friday 20th November (68 responses)



Were the topics relevant to you? (68 responses)



A cross section of specific comments received:

- I felt the conference a vast improvement from previous ones (did not attend last year). Generally the talks were of very high quality, and I enjoyed the speed talks format. The conference seemed much more progressive and looking at instigating improvements, than dwelling on issues which I felt it did in the past. The two day format allowed for more content and a greater opportunity to learn from the speakers and meet with other delegates.
- This is my second conference. I enjoyed the 2 -day format - it gave a greater opportunity for networking amongst organisations and individuals which I think was a little lost in the 1 -day format. This is probably due to knowing you will be seeing people for a longer time and going out for dinner etc., after the awards - which I also found very enjoyable. I think the networking side of things is easy to overlook but as this is all about partnership I think anything that encourages communication amongst organisations and people should be encouraged - the 2-day format definitely helps this. I also found the whole conference to have a less rushed feel about it, with more time to take in displays and think about questions you wanted to ask etc.
- We day-tripped as it was a bit too expensive for the team to attend both days
- Although I have said I prefer the one day format- the opportunity to attend the awards ceremony was a really nice event. But the overall cost of attending the meeting was high- with the need for 2 days in a hotel in order to attend. The decision to hold the meeting outside of London has clearly worked but the venue was some way from the city. In any case please never organise a meeting on Friday in London!
- The change in format was great! If anything I felt that more change was needed but this was heading in the right direction. Having attended the last 4 conferences, I have always found the NBN conference to suffer from serious plenary fatigue. Just so much time sitting being talked at is not engaging enough to hold your attention no matter how good your speakers are. There is so much knowledge and experience in that room that it seems a huge waste to not even have time for Q&A. Next year let's have more open discussion sessions, interaction with the audience and structured discussions that lead into informal networking.
- This was the best I have attended and I do prefer the 2 day format for the networking and extra talks it brings. Thought the Symposium b was particularly excellent format for small group discussion - more of this please
- Very poor - quality and range of talks in particular (only attended 2nd day)
- Interactive workshop sessions are great - use these to enable the wider NBN community to keep giving input into the development of the Atlases and the delivery of the Strategic Action Plan. Student speed talks were good, it would be great to have talks from students'/graduates on the MMU biological recording course next year. Always good to have a speaker from Defra/JNCC/the agencies to emphasise the importance of biodiversity data to inform policy, decision-making and reporting - David Stroud was a good example. I really enjoyed the talks by recorders, they spoke with such passion and extensive knowledge and gave a great insight into what motivates (and de-

motivates) recorders. A slightly less packed programme to allow more time for questions would be good if possible.

- Moving the conference around the UK is a good idea, for example having one in Edinburgh or Cardiff may be an idea? NE/EA/FC/SNH/Defra etc speakers on policy/strategic issues would be useful
- Somewhere central in the UK would be good so that as many as possible can attend and moderate cost. Please consider webcasting the talks so that people can see them- and advertise that it is being done. Many of the talks should be preserved and available in the future. Not everyone can afford £350 to attend these meetings but would like to participate by hearing the talks and discussions. I don't believe it would diminish the audience who do attend.
- Some female keynote speakers would be good - they were 100% male this year! In general the male:female speaker ratio was about 60% to 30% which is a lot better than most conferences, but not having any female keynotes was noticeable. Would definitely prefer not to be in London. Maybe it could move around the country? Birmingham, Cardiff, Newcastle, Edinburgh, Glasgow, would all be good and would maybe encourage a different group of people to attend. Having an evening function was nice.
- I wonder if the move to a 2 day conference had some bearing on the low quality/relevance of the talks i.e. struggling to fill the program (I wish I had attended the 1st day to compare). I was really expecting more to be made of the strategy - to discuss real issues and be presented with solutions - in fact I expected the whole day to be about this. The talks were just "the same old story" - and whilst a nice story, it's one we've all heard before. I was looking forward to a change of venue, however having to get a 30 min bus ride from the station was not convenient. Location really needs to be accessible using a single form of public transport otherwise trying to match up times becomes a nightmare. I really don't want to say it but my attendance was a waste of time. The NBN conference is usually a given in my calendar - however I will be seriously considering attendance at future conferences.