

Federation national conference
26 May 2010
The Lowry Hotel, Manchester

**NATIONAL
HOUSING
FEDERATION**

Brand new
format –
price
reduction

HR in Housing Conference and Exhibition 2010

Positioning your organisation to deal with the
political and economic challenges

- New **one day format** delivering inspirational content
- **40% reduction in price** from last year
- Great location, great networking.

HR in Housing Conference and Exhibition 2010

This conference has been specifically designed for HR professionals within the social housing sector. In response to your feedback we have reduced the event to **one day, lowered the prices by over 40%** and ensured the content is stronger than ever. This year's event has a very practical and interactive focus. Session topics address a wide range of HR and business issues and will provide you with hands-on learning to take back to your workplace for immediate action.

As HR professionals working in the current economic climate, and with a general election looming, you are facing many challenges. Responding quickly to changing circumstances and devising effective retention, leadership and engagement strategies will be the key to your business survival.

Key benefits

- Get up-to-date information on how changes in the **social and political agenda** will affect your organisation
- Find out how the new **Equality Bill** will affect you and discuss its implications
- Learn how to **maximise diverse groups** in your workplace
- Get advice on creating a positive business culture
- Discover how to improve the **leadership skills** of managers and engage with **key talent** in your organisation.

Who should attend

This conference is aimed at everyone with an interest in HR and personnel issues in the social housing sector:

- HR directors, managers, and officers
- Directors of corporate services
- Heads of organisational development
- Learning and development staff
- Senior operating managers
- Training officers.

Exhibiting and sponsorship opportunities

The exhibition forms the networking hub of this event and offers exhibitors an unparalleled opportunity to engage with the HR decision-makers from the social housing sector in the most effective way possible; face-to-face. Here are some comments from recent exhibitors:

'Training providers who aim their services at the housing sector would benefit from exhibiting at this conference due to the quality of delegates the Federation attracts' Chloe Weatherhead, *Housing E-Academy Manager*, Housing E-Academy

'A well organised and professional exhibition' Karen Hanley, *Business Development Manager*, Pearlcatchers

'Great awareness for us; friendly environment' Jim Howe, *Business Development Manager*, XpertHR

We have a strictly limited number of table-top stand packages available for £1,500 + VAT.

On top of this we are pleased to offer a range of powerful and yet cost-effective sponsorship opportunities for organisations wishing to stand out from the crowd and make a mark in the sector. Sponsorship opportunities start at only £750 + VAT.

To find out more about getting involved please contact **Julian Hurst, Anna Robinson, George Adebambi** or **Rachael Bullock** at Foremarke on **020 8877 8899** or email **housing@foremarke.uk.com**

Programme

09:45	Registration, refreshments and exhibition viewing
10:45	Chair's opening remarks
11:00 Speaker: Liam O'Connell , <i>Business and Culture Change Consultant, Professional Speaker, Author</i>	Opening plenary: Traditional customer care is dead... create a positive business culture and move your organisation from good to great! <ul style="list-style-type: none">• Inspiring your people to create a great place to work• Focusing on what is really important• Coping with significant change• Dealing with negativity• Leaving a legacy of customer excellence.
11:45	Breakout sessions I
Speaker: Christine Amyes , <i>Group Director of Organisational Development, New Charter Housing Trust Group</i>	B1: Organisational health – are we fit to deal with challenges and achieve our goals? <ul style="list-style-type: none">• How to measure organisational health• Attendance levels and the impact on service delivery and budgets• Strategies to improve the health of your organisation• Challenges and options to overcome them.
Panellists: Julie Reader-Sullivan , <i>Consultant, Reader-Sullivan Associates</i> Maureen Lapwood , <i>Head of HR, Habinteg Housing Association</i> Hugh Dennis , <i>Consultant, Guiding to Development</i>	B2: Achieving diversity – personally and professionally <p>It is important that we become aware of our assumptions and not let these limit the potential of people we are aiming to empower. Through short presentations and communication exercises this interactive session will give you the opportunity to:</p> <ul style="list-style-type: none">• Understand where the diversity agenda is at• Challenge some conventional assumptions• Learn about work being done to take the issues further including:<ul style="list-style-type: none">- Specialist housing associations for disabled people- Personal development programmes for women, men and older workers.
12:45	Networking lunch and exhibition viewing

Federation's Employee Satisfaction Survey

As companies who consistently achieve the highest levels of employee satisfaction will confirm, there are many business critical benefits to developing satisfied employees, including:

- Reduced recruitment costs
- The ability to attract and retain better employees
- The delivery of vastly improved front line customer services
- Increases to profitability and performance.

To find out more about the National Housing Federation's leading Employee Satisfaction Survey please contact **Emma Hodges** on emmah@housing.org.uk or **020 7067 1089**.

13:45

Breakout sessions II

Speaker:

Nigel Newman, *Director of Learning and Development*,
Edward de Bono Foundation UK

B3: The importance of perception in innovative thinking – an interactive presentation and exercises to inspire lateral thinking

In difficult times, we have to think smarter, not just analyse what has happened but come up with new possibilities. But how do we foster creativity and come up with innovative ideas that can provide us with a real competitive advantage? First, we need to recognise that everyone in our organisation can be creative but many don't want to or don't believe they are capable. In this session you will learn how to:

- Help individuals by equipping them with some simple cognitive thinking techniques
 - Enhance teamwork, co-operation and productivity in meetings or project groups
 - Stimulate creative and lateral thinking about business challenges and new possibilities.
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Speaker:

Sarah Trota, *Executive Director*,
People, Circle Anglia

B4: How recruiting from the private sector has changed the business and found future leaders

Times are changing and we need to build our leadership capability now and for the future. In this session, Sarah Trota will discuss how leaders from other sectors can help to innovate the leadership model that exists in the sector. You will learn how to play to the strengths of housing experience and external thinking.

14:45

Breakout sessions III

Speakers:

Kulbir Shergill, *Head of Diversity and Inclusiveness*, Genesis Housing Group
Emma Burrows, *Partner*,
Trowers & Hamblins

B5: The implications of the new Equality Bill with regards to employment

The Government's long-awaited Equality Bill is now making its way through Parliament. It is the most far-reaching discrimination legislation for many years and will have a major impact on every employer. In this session you will have the opportunity to discuss:

- Legal implications of the new Equality Bill
 - How to address your workplace culture and training needs
 - Ways of ensuring your organisation complies with the new legislation.
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Speaker:

Sinéad Butters, *Chief Executive*,
Aspire Housing

B6: How to engage and influence decision-makers – the golden rule

- Find out how you can influence your organisation's top level decision-makers
- Get tips on how to navigate stormy corporate politics
- How to gain greater impact and influence at the top levels of your organisation
- Learn how to influence and engage key external partners.

15:45	Refreshment break and exhibition viewing
16:15	Breakout sessions IV
<p>Speakers:</p> <p>Raj Kapoor, <i>Head of Training</i>, National Housing Federation</p> <p>Kate Pinder, <i>Executive Coach</i></p>	<p>B7: Housing's got talent – how can you unleash it?</p> <p>Across the social housing sector many organisations now realise the impact executive coaching can have on their senior staff by increasing future personal and professional success. This interactive session will be an opportunity to show how unleashing the hidden talent and getting the best from your staff will assist your organisation in becoming more cost-effective in its approach to managing workloads.</p>
<p>Speaker:</p> <p>Maggie Shannon, <i>Director of Performance and Innovation</i>, Great Places Housing Group</p>	<p>B8: Change management in times of hardship</p> <p>In this interactive session you will be able to explore what makes a difference when times get tough by:</p> <ul style="list-style-type: none"> • Keeping your employees engaged • Finding ways of making change expected and welcomed • Getting others on board and promoting consistent messages • The importance of culture, leadership and team dynamics.
<p>17:15</p> <p>Speaker:</p> <p>Femi Otitoju, <i>Training Director</i>, Challenge Consultancy Ltd</p>	<p>Closing plenary: Using diversity as a competitive advantage – what leaders of housing associations need to do</p> <p>Workplace diversity is no longer just about anti-discrimination compliance. It now focuses on inclusion and the impact on the bottom line. Leveraging workplace diversity is increasingly seen as a vital strategic resource for competitive advantage. In this session you will learn:</p> <ul style="list-style-type: none"> • How to manage diversity in your organisation with more creativity • The business case for creating an inclusive corporate culture • The key role of HR in diversity management and leadership • What you need to do to empower an organisational culture that fosters a respectful, inclusive, knowledge-based environment.
18:00	Conference close

Codes of Excellence for Members

Just published: Excellence in standards and conduct

- Provides good practice guidance for housing association staff and board members to demonstrate their commitment to excellent standards of conduct.

Excellence in governance

Excellence in service delivery and accountability

All three codes are available as a set. For more details, visit the online bookshop at:

www.housing.org.uk/publications

email: bookshop@housing.org.uk

tel: 020 7067 1066

Conference fees and booking information

How to book your place

You can now reserve more than one delegate place online. Please visit our website www.housing.org.uk/events to experience our new improved booking service.

Online: our online booking service is available at www.housing.org.uk. Instantly secure your place(s) by paying with a credit or debit card online.

email: you can scan your completed booking form and email it to events@housing.org.uk

Mail: please complete and return the conference booking form along with your full payment to: Business Sales and Support, National Housing Federation, 25 Procter Street, London, WC1V 6NY

Fax: send the booking form to **020 7067 1015**.

Telephone: secure your place over the telephone by paying with a credit or debit card. Please contact the Federation's Business Sales and Support team on **020 7067 1066**.

You may download extra copies of the booking form from our website at www.housing.org.uk/events

Places are subject to availability and early booking is advised. Please ensure that the names of individual delegates are included as you would like them to appear on the delegate list and their name badge. You should also indicate each delegate's breakout session preferences.

Please note that any delegates whose bookings are received after **Wednesday 12 May 2010** may not appear on the final delegate list.

Venue and travel information

Joining papers are available on the Federation's website at www.housing.org.uk/events

Breakout session choices

Breakout sessions will be strategically focused. There will be opportunities for questions at the end of speakers' presentations. Places at these sessions will be allocated on a first-come, first-served basis, therefore it is important that you indicate your choice when completing your booking form.

Fees

The conference fee includes attendance at all sessions, lunch and refreshments. Please see the booking form for fees.

Payment

Please complete the conference booking form and send with a cheque or BACS payment to the National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, or call the Business Sales and Support Team on **020 7067 1066** with your credit card details. All BACS orders should be accompanied by the transfer remittance note, quoting **HR0510**. Alternatively you can book online with a debit or credit card for a quick and easy way to confirm your place.

ALL BOOKINGS MUST BE MADE WITH FULL PAYMENT.

Cancellation

ALL CANCELLATIONS MUST BE MADE IN WRITING. Once a conference booking has been made, there will be an administrative charge of £55 per delegate for cancellation of that booking. The full fee is payable for any cancellations received after **Wednesday 12 May 2010**.

Inserts in conference packs

If you would like to include a publicity leaflet about your organisation in our delegate packs, please contact the Business Sales and Support Team on **020 7067 1066**. The cost will be £280 plus VAT.

Enquiries and contacts

If you have any conference booking queries, please contact a member of the Federation's Business Sales and Support Team:

tel: **020 7067 1066**

fax: **020 7067 1015**

email: events@housing.org.uk

Disclaimer

This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided for the delegates.

Booking form

HR in Housing Conference and Exhibition 2010

Wednesday 26 May 2010, Lowry Hotel, 50 Dearmans Place, Chapel Wharf, Manchester M3 5LH

Booking instructions

We have now improved our online booking process and you can easily reserve places for multiple delegates online at www.housing.org.uk/events. Alternatively complete this form and return with full payment. Please read the conference and booking information before making your bookings(s).

For multiple delegates, please photocopy this form and complete one form per delegate in BLOCK CAPITALS.

Delegate name	Job title
Delegate mobile no.	Organisation
Address	
Delegate email	<i>(you must supply your email address so you can receive your joining papers)</i>
Tel	Fax
Contact email <i>(if different)</i>	Contact name <i>(if different)</i>
My dietary requirements (eg vegetarian/vegan/other) are	
My other requirements (eg wheelchair access) are	

Session choices: *(delegates can only attend ONE session at any time. Sessions are subject to availability at the time of booking)*

11:45 – 12:45	B1 <input type="checkbox"/>	B2 <input type="checkbox"/>	14:45 – 15:45	B5 <input type="checkbox"/>	B6 <input type="checkbox"/>
13:45 – 14:45	B3 <input type="checkbox"/>	B4 <input type="checkbox"/>	16:15 – 17:15	B7 <input type="checkbox"/>	B8 <input type="checkbox"/>

I understand that payment must be made at the time of booking.

- I enclose a cheque payable to the National Housing Federation
 I have paid by BACS and attach a remittance advice (Please quote **HR0510** on all BACS transmissions)

Fees *(please tick box)*

- Members: **£285** Associate members: **£315** Non-members: **£350**

National Housing Federation bank account details are: LloydsTSB, Kings Cross Branch, 344 Grays Inn Road, London, WC1X 8BX Federation Sort Code: 30-94-73 Account No. 00113238

If you would like to pay by credit or debit card, you can either book online at www.housing.org.uk or fill out your details below. Alternatively, bookings may be taken over the telephone on **020 7067 1066**.

Please debit my debit/credit card: Visa / Mastercard / Maestro / Solo / Electron *(We do not accept Diners Card or AMEX)*

Start date: Expiry date: *(debit cards only)* Issue no: *(debit cards only)*

Security code: *(last 3 digits of number on back of card)* Name on card _____

Signature _____ Date _____

If you are paying by credit or debit card, why not book online at www.housing.org.uk/events

Please return to: Business Sales and Support Team, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, Tel **020 7067 1066**, Fax **020 7067 1015**. Please note that any delegates whose bookings are received after **Wednesday 12 May 2010** may not appear on the final delegate list.

ALL CANCELLATIONS MUST BE MADE IN WRITING. Cancellations will be charged a £55 administration fee. The full fee is payable for any cancellations received after **Wednesday 12 May 2010**.

DATA PROTECTION

The National Housing Federation gathers personal data in accordance with the Data Protection Act 1998. This information may be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that maybe of interest.

- Please tick the box if you do not wish to receive information about existing and future products and services provided by the National Housing Federation.
 Please tick the box if you do not wish to have your details passed to third party organisations.

Source code: HR0510WEB

The National Housing Federation represents 1,200 independent, not-for-profit housing associations in England and is the voice of affordable housing.

**NATIONAL
HOUSING
FEDERATION**

Our members provide over two million homes for five million people.

Forthcoming events

2010

8 – 9 July, Housing Care and Support Conference and Exhibition, University of Warwick, Coventry

22 – 24 September, Annual Conference and Social Housing Exhibition, ICC, Birmingham

For a brochure on any of these events visit www.housing.org.uk/events or email marketing@housing.org.uk stating the conference name and we will send you information.