

UCCN CONFERENCE 2009 FEEDBACK

Organisation

Next Conference to be held at The Nightingale Centre, Great Hucklow from Friday 19 February – 21 February 2010, including a Friday afternoon session

Rename as “The Unitarian Publicity Conference”

Relaunch UCCN as the “Unitarian Publicity Officers Network” (UPON) to raise its profile and to make it clearer what the network does.

Organisers – Valerie Walker and James Barry

Publicise the conference well in advance by:

- Preparing information about the 2010 conference for the 2009 GA meetings
- Distributing information to all Unitarian organizations
- Publicising the conference theme
- Participants at the 2009 conference publicising the 2010 conference locally in chapels and districts
- Using the UCCN and the Nightingale Centre websites

Ensure that a member of the GA staff attends the conference

Involve younger Unitarians in running sessions. Invite them to participate early.

Explore getting funding for participants e.g Media Trust grants

To consider in the future

Holding separate events at the Nightingale Centre on specific publicity topics

Link into ministerial and lay leader training

Offer to run slots at other Unitarian conferences, such as Experience Week.

2010 CONFERENCE TOPIC IDEAS

- Invite BUYAN to do a session on GAZette
- Invite BUYAN to do a session on how to use Facebook/Internet forums
- Run a session on GoogleAds
- Design a roadshow on how to design publicity
- Have a publicity creationist weekend where groups work on creates material etc. to use for their specific purposes:
 - a. design online worship – NUF project
 - b. write feature articles
 - c. write advertising copy
 - d. make a Youtube video
 - e. design newsletters
 - f. make a users guide to publicity
 - g. hints and guidance on where to get help
 - h. provide a “market place” to exchange ideas and to publicise the organizations products and services

Sift the above ideas and design programme to include enough for one conference bearing in mind the request that the programme is not too crowded.