



Suicide Prevention Australia

Communication Leaders Forum 2020

Friday 27 March 2020

9:30am	Arrive for networking morning tea
10:00am	Presentations begin
3.30pm	Forum close
Location	Wesley Conference Centre - The Lyceum 220 Pitt St SYDNEY NSW 2000

Agenda

Welcome and opening remarks

Nieves Murray | CEO, Suicide Prevention Australia

Meet the Directors

Rebecca Burdick Davies | Director – Policy, Advocacy & Government Relations, Suicide Prevention Australia

Julie Heraghty | Director – Quality & Innovation, Suicide Prevention Australia

Social Media Masterclass

Head of Digital & Social | Edelman Australia

World Suicide Prevention Day

Clare Kinsella | Strategic Advisor – Media & Communications, Suicide Prevention Australia

Into the Newsroom: Insights from a radio expert

Dan Mullins | Senior Producer - The Alan Jones Show, 2GB/4BC/2CC





Media Relations: Why, What & How?

Saoirse Connolly | Senior Media Advisor, NRMA

Member Casestudy – delving into pillars for success

TBC

Member Casestudy – creative campaign

TBC

