

# Breakout sessions

## Beginner

## Intermediate

## Experienced

Session	Starting a This is Me storytelling campaign	How to create a This is Me film	Taking This is Me international
<b>1</b> 10:30 – 11:00	<p>How do you start a This is Me storytelling campaign? Join this interactive session and hear ideas, practical guidance and top tips to help you on your way.</p> <p>Jenny Drew, WMCA, Katie Burnett, B2022 Commonwealth Games and Robyn Vernon-Harcourt, The Lord Mayor's Appeal</p>	<p>What are the steps to creating a This is Me film? This interactive session will help you with ideas, practical guidance and top tips for the best approach for your business.</p> <p>Miranda Kewkin-Smith and Rebekah Watson, Bank of England</p>	<p>What are the considerations if you want to take your This is Me campaign international to reach your global colleagues? This interactive session will provide experiences, ideas and examples as well as practical guidance and top tips to help you develop your international This is Me campaign.</p> <p>Kapila Jaykumar, Community Business Asia and Mellener Coelho, Northern Trust</p>
	<p><b>How to use the Wellbeing in the Workplace tool</b></p> <p>Learn how to use and implement the Wellbeing in the Workplace tool in your organisation and understand the benefits this tool offers your business and your employees.</p> <p>Matthew Lock and Stephen Laurie, Samaritans</p>	<p><b>Networking and brainstorming session</b></p> <p>Drop in to this session for an opportunity to network with your peers, have your questions answered and share your own This is Me experiences with other businesses.</p> <p>Lynne McCaughey, Pinsent Masons and Dagmara Aldridge, Zumo</p>	<p><b>Leveraging This is Me to explore the intersectionality of Mental Health</b></p> <p>This interactive session will explore ways in which companies can leverage the This is Me tools to understand and support the experiences of different employee groups, in managing their mental health</p> <p>Paulette Cohen, Barclays</p>
	<p><b>How to run a Green Ribbon Campaign</b></p> <p>You'd like to run a Green Ribbon Campaign, but what are the steps? This interactive session will provide ideas, practical guidance and top tips on how to start and run a successful Green Ribbon Campaign in your business.</p> <p>Nikki McGowan and Jo Cole, UBS</p>	<p><b>Adapting This is Me for a small business</b></p> <p>This interactive session will provide ideas, practical guidance and top tips on how to adapt This is Me, as a small business.</p> <p>Ian Parkes, ELBA and Richard Martin, byrne.dean</p>	<p><b>How to keep momentum going</b></p> <p>Once you've started, how do you build on your activities? This interactive session will provide ideas, practical guidance and top tips on how to keep the momentum going with your This is Me campaign.</p> <p>Rebecca Eaton, National Highways and Joe Reid, Barclays</p>
<b>2</b> 11:05 – 11:35	<p><b>How to get Senior Leadership buy-in</b></p> <p>Senior leadership buy-in can be crucial to a campaign's success. This interactive session will explore ideas, offer practical guidance and top tips and an opportunity for discussion around getting senior leadership buy-in.</p> <p>Phil Canale, BNY Mellon</p>	<p><b>A case study of a successful campaign</b></p> <p>What makes a campaign successful? An interactive session providing business case examples of how to create a successful This is Me campaign.</p> <p>Susanna Winter, Baker McKenzie</p>	<p><b>Networking and brainstorming session</b></p> <p>Drop in to this session for an opportunity to network with your peers, have your questions answered and share your own This is Me experiences with other businesses.</p> <p>Lina Tercijonaite, PwC, Stephanie Francis, Touchstone and Mentally Healthy Leeds and Rebecca Eaton, National Highways</p>
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<b>4</b> 12:25 – 12:55	<p><b>How to use the Wellbeing in the Workplace tool</b></p> <p>Learn how to use and implement the Wellbeing in the Workplace tool in your organisation and understand the benefits this tool offers your business and your employees.</p> <p>Matthew Lock and Stephen Laurie, Samaritans</p>	<p><b>A case study of a successful campaign</b></p> <p>What makes a campaign successful? An interactive session providing business case examples of how to create a successful This is Me campaign.</p> <p>Susanna Winter, Baker McKenzie</p>	<p><b>Networking and Brainstorming session</b></p> <p>Drop in to this session for an opportunity to network with your peers, have your questions answered and share your own This is Me experiences with other businesses.</p> <p>Lina Tercijonaite, PwC, Stephanie Francis, Touchstone and Mentally Healthy Leeds and Rebecca Eaton, National Highways</p>