

Talking about Poverty

Using our voices to build a movement for change.

Day 1 – How can we collectively be a force for change? Communicating with impact.

- 9:30am** **Welcome address.**
Victoria Winckler, Director, The Bevan Foundation.
- 9:40am** **What is framing and why does it matter? (Session 1)**
Luke Henrion, Strategic Communications Manager, JRF.
- 10am** **Framing poverty: The story so far. (Session 2)**
Introduction to framing poverty and the journey from research to now.
Paul Brook, Chief Copywriter, JRF.
- 10:25am** **Refreshment break.**
- 10:30am** **How the public think about poverty. (Session 3)**
Our understanding of public attitudes and patterns of thinking across society.
Camille Furtado, UK Poverty Campaigns Manager, JRF.
- 10:50am** **Framing pitfalls and how to dodge them. (Session 4)**
The traps we can fall into when talking about divisive topics. How to avoid getting stuck in the wrong story.
Paul Brook, Chief Copywriter, JRF.
- 11:10am** **Q&A. (Session 5)**
Chance to ask questions about all of the presentations across the morning.
Chaired: Victoria Winckler, Director, The Bevan Foundation.
Panel: Luke Henrion, Strategic Communications Manager, JRF.
 Paul Brook, Chief Copywriter, JRF.
 Camille Furtado, UK Poverty Campaigns Manager, JRF.
- 11:30am** **Day close.**
Victoria Winckler, Director, The Bevan Foundation.

Talking about Poverty

Using our voices to build a movement for change.

Day 2 – ‘Framing’ – words that change minds.

- 9:30am** **Welcome back.**
Victoria Winckler, Director, The Bevan Foundation.
- 9:40am** **Review and refresh. (Session 1)**
A quick look at the key points from day 1.
Luke Henrion, Strategic Communications Manager, JRF.
- 9:45am** **Panel discussion: Communicating to change hearts and minds. (Session 2)**
Three people who have used framing themselves will share their stories and experiences of how it has changed their conversations.
Chaired: Camille Furtado, UK Poverty Campaigns Manager, JRF.
Panel: Helen Barnard, Director, JRF.
 Caroline Kennedy, Community Activist.
 Neil Cowan, Policy and Campaigns Manager, the Poverty Alliance.
- 10:05am** **Q&A for the panel.**
Questions from the audience to the panel.
[Speakers as above]
- 10:25am** **Refreshment break.**
- 10:30am** **Framing poverty in practice. (Session 3)**
Tried and tested approaches to adopt.
Luke Henrion, Strategic Communications Manager, JRF.
- 10:35am** **Framing with values to show why poverty matters. (Session 4)**
Camille Furtado, UK Poverty Campaigns Manager, JRF.
- 10:55am** **Using metaphors to help people understand poverty. (Session 5)**
Paul Brook, Chief Copywriter, JRF.
- 11:20am** **Refreshment break.**
- 11:25am** **Framing for understanding. (Session 6)**
Widening the lens for a broad range of experiences to be understood.
Luke Henrion, Strategic Communications Manager, JRF.

11:40am Q&A to all speakers. (Session 7)

Chance to ask questions about all of the presentations across the morning.

Chaired: Victoria Winckler, Director, The Bevan Foundation.

Panel: Luke Henrion, Strategic Communications Manager, JRF.

Paul Brook, Chief Copywriter, JRF.

Camille Furtado, UK Poverty Campaigns Manager, JRF.

11:55am Session close.

Victoria Winckler, Director, The Bevan Foundation.