

2010 Summer series of **Masterclasses**

This summer the Welsh NHS Confederation, supported by GlaxoSmithKline, is holding a series of early evening masterclasses. Designed for the board members and directors of our member organisations, this varied programme of free events aims to provide a stimulating and informal opportunity to learn from a range of expert speakers and to discuss and debate some of the strategic challenges facing the NHS in Wales.

Each session will be held in a central Cardiff venue, between 5-7pm, commencing with a light buffet supper.

April 19th

Leadership through organisational change

Sustaining organisational performance through a period of significant change can be a challenge. Guest speaker, Simon Jose, General Manager and Senior Vice-President of GlaxoSmithKline in the UK, has a wealth of experience of successfully managing strategic change. Simon will give his personal perspective on successful leadership through change.

June 21st

Friends or foes? Engaging with politicians in Wales

Politicians are key opinion-formers and decision-makers who have a huge influence on the reputation of your organisation. Guest speaker Dr Brian Gibbons, ex Minister for Health and Social Services, gives his perspective on how NHS organisations can best engage with elected representatives. A senior committee clerk will also explain the role and workings of National Assembly committees.

July 26th

Working in the spotlight: getting the media onside

The traditional NHS relationship with the media has previously been described as a mixture of fear and loathing. Guest speaker Penny Roberts, a leading Welsh broadcaster, explains how relationship building with the media can protect and enhance your organisation's reputation – and why it's a matter for the board, and not just the press office.

September 14th

Taking a strategic approach to your workforce

All too often, leaders can find themselves drawn into the minutiae of managing a workforce. Future organisational success, however, requires leaders to take a more strategic perspective on their human resource. Guest speaker, Paul Kearns, HR strategy consultant and author, describes how to rise above the detail and take a broader, more strategic approach to workforce issues.

To book a place at one or all of these exciting evening events contact: sandra.cummings@welshconfed.org