15:15 **Sponsor:** Session details to be announced soon

15:35 **CASE STUDY: Inside–Outside Reality: Communicating When Everything Can Leak**

- Communicating when internal messages can become external headlines instantly.
- Master leak-aware writing so messages remain defensible if shared externally.
- Build alignment between Internal Communications and external comms to prevent narrative drift.
- Prepare leaders for high-scrutiny messaging moments.

15:55 **PANEL DEBATE: Doing More With Less: Strategic Prioritisation Under Resource Pressure**

- Maintaining strategic influence when budgets shrink, teams contract and workloads rise.
- Explore how to prioritise high-value activity through resource triage.
- Understand how to protect wellbeing and address burnout during sustained pressure.
- Apply workflow simplification to preserve strategic focus and demonstrate value.

16:35 **Chair's closing remarks**



**Claire Warren,**
Editor,
**In Comms**

16:40 **Close of conference**