



# CONFERENCES TRAINING EVENTS

In-Person | Online | In-House | On Demand



Knowledge  
Exchange  
**Group**



**OUR APPROACH**

**OUR SERVICES**

**IN-HOUSE TRAINING**

**SKILLS BASED COURSES**

**CONFERENCES AND EVENTS**

**INTERNATIONAL TRAINING**

**MEET THE TEAM**

**STRATEGIC ADVISORY BOARD**



# OUR APPROACH

Our mission is to **upskill and inform, drive positive change and improve outcomes** for customers, employees and service users.

We are proud to deliver:

- **Rigorously researched, thought-provoking agendas** informed via consultation with Government departments and practitioners from across the public, private and third sectors
- **Keynote speakers and industry experts** to keep you updated with the latest developments in your sector
- **Guest speakers** who bring topics to life with real life case studies and practical insights
- **Politically impartial content** – no political affiliations ensuring that all participants are able to contribute to the debate
- Precise and timely information to help you to meet your **legal and regulatory duties**
- **Accredited course leaders, trainers and moderators** who are experts in their fields
- **CPD certification** – meaning the learning value has been scrutinised to ensure integrity and quality
- **Practical tips, tools and techniques** for you to take back and apply immediately in your organisation



The **Knowledge Exchange Group** delivers over **200 high-quality events, conferences and training courses** attended by many thousands of public and private sector delegates each year.

Our **timely policy conferences and interactive training courses** help our clients to **embed new policies, maintain regulatory compliance, innovate and transform.**

With access to **industry experts, policy makers, influencers, academics, leading practitioners and thought leaders**, our experienced team we keep our clients up to date with the latest best practice and policy in their sectors.

Delegates attend our events to **learn, network and develop new skills.** Leaving inspired, ready to champion best practice and **drive impactful change** within their own organisations.



# OUR BRANDS

We deliver high quality conferences, events and training courses across three **UK brands** - **Westminster Insight**, **Holyrood Insight** and **Policy Insight Wales**.





# OUR SERVICES

- **IN-PERSON EVENTS AND EXHIBITIONS**  
at prestigious venues across the UK
- **ONLINE TRAINING AND DIGITAL CONFERENCES**  
delivered from a bespoke online platform
- **INTERACTIVE HYBRID LEARNING AND NETWORKING**
- **IN-HOUSE TRAINING**  
designed to meet the exact needs of your organisation
- **RECORDED CONTENT**  
available on demand







# IN-HOUSE TRAINING

Knowledge Exchange Group provides **bespoke training** at a time and place to suit you and your organisation's needs. **All our courses can be provided online, at your place of work or a venue of your choice.** Additionally, we can tailor or create a course to suit the exact needs of your organisation. We will discuss the learning outcomes with you and tailor the training to the needs of your organisation.

## **Benefits of in-house training:**

### **Flexible**

Schedule a course date and times that work best for you and your teams. Upskill your teams immediately as training needs arise. **Choose from in-person or online** and bring your teams together to learn in an interactive, friendly environment.

### **Cost-effective**

Train groups of individuals working in the same organisation without incurring travel or accommodation costs.

### **Customised Content**

Our experienced trainers work with you to ensure that the course content is tailored to meet the needs of your teams and organisation. Benefit from the opportunity to have **in-depth discussions** about scenarios in your organisation in a **confidential forum**.

# SKILLS BASED COURSES



We offer a full programme of **half-day and one-day CPD Certified** interactive online courses offer skills-based learning on a wide range of themes including **marketing and communications, management and leadership, project management, HR and diversity, personal development, finance, customer service, data and technology, public sector, legal and compliance, government and policy, and transformation:**

 <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• Handling Difficult Customers</li> <li>• Complaint Handling</li> <li>• Mediation</li> <li>• Supporting Vulnerable Customers</li> </ul>	 <p><b>Marketing and Communications</b></p> <ul style="list-style-type: none"> <li>• Copywriting</li> <li>• Social Media Management</li> <li>• Effective Written Communication</li> <li>• Content Planning for Social Media</li> </ul>
 <p><b>Data and Technology</b></p> <ul style="list-style-type: none"> <li>• Cyber Security</li> <li>• Behavioural Insights</li> <li>• Data Presentation</li> <li>• Data Protection</li> </ul>	 <p><b>Management and Leadership</b></p> <ul style="list-style-type: none"> <li>• Effective Leadership</li> <li>• Strategic Management</li> <li>• Coaching Skills</li> <li>• Leading High Performing Teams</li> </ul>
 <p><b>Government and Policy</b></p> <ul style="list-style-type: none"> <li>• Public Affairs and Lobbying</li> <li>• Managing ASB in Housing</li> <li>• Developing Policy</li> <li>• Understanding Select Committees</li> </ul>	 <p><b>Personal Development</b></p> <ul style="list-style-type: none"> <li>• Personal Impact and Confidence</li> <li>• Strategic Thinking</li> <li>• Emotional Intelligence (EQ) for Leaders</li> <li>• Giving and Receiving Feedback</li> </ul>
 <p><b>HR and Diversity</b></p> <ul style="list-style-type: none"> <li>• D&amp;I Strategy</li> <li>• Cultural Intelligence</li> <li>• Neurodiversity in the Workplace</li> <li>• Delivering a Menopause Strategy</li> </ul>	 <p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>• Intro to Project Management</li> <li>• Advanced Project Management</li> <li>• Risk Management</li> <li>• Influencing and Negotiation Skills</li> </ul>
 <p><b>Legal and Compliance</b></p> <ul style="list-style-type: none"> <li>• Data Breaches</li> <li>• Advertising Law Essentials</li> <li>• Digital Accessibility in the Public Sector</li> <li>• Better Regulation</li> </ul>	 <p><b>Public Sector</b></p> <ul style="list-style-type: none"> <li>• Leadership in the NHS</li> <li>• Safer Recruitment in Social Care</li> <li>• Transitional Safeguarding</li> <li>• Trauma-Informed Care</li> </ul>





# CONFERENCES AND EVENTS

We produce **timely events** that not only provide useful information and updates but also contribute to important debates and shape cultural change. Our highly skilled research team **organise conferences and events** across various sectors including:

- Adult and Older People's Services
- Diversity, Equality, HR
- Education
- Energy, Climate Change and Sustainability
- Farming, Retail, Food and Infrastructure
- Health and Social Care
- Children's Services
- Local, Central Government, Communities
- Media, PR and Communications
- Police and Criminal Justice
- Higher Education, Research, and Technology
- Social Housing



# INTERNATIONAL TRAINING

Knowledge Exchange Group works internationally to provide a range of training courses. Whether you work for a **government ministry, NGO or in the private sector**, we can develop learning solutions to suit your needs.

We have worked with clients across **Europe, the Caribbean, Canada, USA, Asia, Australia and Africa** to provide tailored training solutions. Our international training solutions help clients to develop their teams in the following areas:

- **Policy-making, regulation and legislation**
- **Strategic thinking, planning and management**
- **ESG and sustainability**
- **Governance and strategy**
- **Diversity & inclusion, human resources**
- **Procurement and financial management**
- **Communications, social media and crisis planning**
- **Complaints management**
- **Personal development**
- **Management and leadership**

Working with governments, NGOs and private corporations from across the world, we help build the capacity and skills of public and private sector professionals.

**Our courses are available in London or online, and offer exceptional choice, flexibility and value for money.**

**Delivered by UK experts, with international experience, and significant expertise in their chosen fields.**





# MEET THE TEAM

We are a dynamic team based in London Bridge. Employees benefit from a hybrid working environment. We run over 200 events each year, helping to inform and impact on public policy issues. We believe that happy, motivated, and empowered people deliver great events.

**Susie Bacon**

Chair



Susie Bacon Chairs Knowledge Exchange Group. She provides thought leadership and strategic direction, guiding KEG's aims, mission, and ethos, ensuring good governance, and championing equality, diversity, and inclusion. Susie has 25 years' experience in public policy conferences, training, and content. A practised leader, Susie was Managing Director (MD) of Capita Conferences for more than a decade. Other previous roles include, Executive Director of RIPA International, and MD of Capita Training. Prior to policy events, Susie was Head of Conferences at Haymarket Communications. Susie volunteers as a school governor. She enjoys writing and has penned a political murder mystery trilogy. Susie has twin boys and lives in Tunbridge Wells.

**Alice Catterall**

Managing Director



Alice Catterall is Managing Director of the Knowledge Exchange Group and looks after three brands – Westminster Insight, Holyrood Insight and Policy Insight Wales. Alice has over twenty years of experience in conferences, training, marketing and partnerships. Previous roles include Director of Events and Partnerships at ABTA (the Travel Association), and Director of the Conferences Division at Capita Plc.

In her spare time, Alice enjoys playing tennis and travelling abroad. Alice lives in Brighton and has two children.

**Emily Jeffries**

Head of Production



After graduating from UCL with a master's in public policy, Emily joined the Knowledge Exchange Group in late 2018. Emily has a history of working in education and was a primary school teacher in East and North London. Emily leads the production team, overseeing the content and design for conferences. Emily currently volunteers at a local food bank in London and a foster home teaching English. In her spare time, Emily enjoys trips to the seaside and the odd game of Netball (weather permitting).

**George Krousti**

Director of Marketing, Data and Systems



George Krousti has over twenty years of experience of sales and marketing in public policy events and training courses. Prior to joining Knowledge Exchange Group in 2018, George was Head of Sales at Capita Conferences and Capita Learning and Development. For over 10 years he led a team of 7 to successfully promote more than 200 conferences and events annually.

George enjoys boxing, going to the cinema and spending quality time with his family.

**Matt Turton**

Commercial Director



Matt is responsible for KEG's commercial activities. This includes managing the sales team and working with partner organisations looking to gain exposure via our conferences. Matt has nearly 30 years of experience of working in commercial roles for publishers, conference companies and membership associations including Local Government Chronicle, Health Service Journal, Capita Conferences, ABTA, London Chamber of Commerce and Neil Stewart Associates. He has a BA in Government and Politics and a MA in Social Research.

Matt has two children and lives in Hertfordshire. In his free time Matt's hobbies include running, cycling and he is a qualified fitness instructor.



# STRATEGIC ADVISORY BOARD

Our expert Advisory Board brings together respected leaders, chosen for their knowledge, achievements, and passion, from across public, voluntary, and private sectors. The purpose of the Advisory Board is to advise on content, this ensures that our events are as useful and impactful as possible for our audiences.

The work of the Advisory Board is collaborative, complementary and through it, we will champion diversity, highlight cutting-edge policy issues, and drive positive change.

**Rt. Hon John Gummer, Lord Deben**

Founder and Chairman  
Sancroft International



**Ifti Majid**

Chief Executive,  
Nottinghamshire  
Healthcare NHS  
Foundation Trust



**Dr Alison Heydari BSc (Hons), MSc, PGCE, PhD**

T/Deputy Assistant  
Commissioner  
Programme  
Director, Police  
Race Action Plan



**Dr Heather Melville, OBE CMgr CMI**

CEO & Founder  
Clarke Smith  
Advisory



**Fiona Hogg**

Chief People  
Officer,  
Directorate of  
Health Workforce  
Scottish  
Government



**Rt Hon Caroline Nokes MP**

Deputy Speaker  
of the House of  
Commons



**Professor Eithne Hughes OBE**

ASCL Cymru  
Director  
Chair of the  
Education  
Workforce  
Council



**Enzo Riglia**

Senior Advisor  
The Association of  
Police and Crime  
Commissioners



**Jackie Irvine**

Chief Executive  
Care Inspectorate



**Mark Vickers MBE**

Chief Executive  
Officer,  
Olive Academies

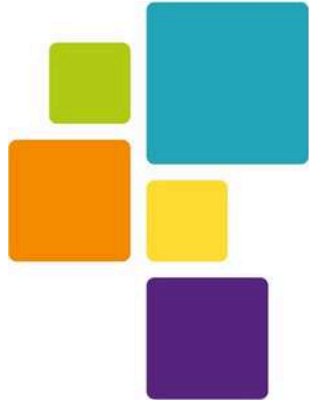




## OUR VALUES

- We care about our **people** and are **passionate** about what we do.
- We are **inclusive**: we **promote equality and diversity** in all that we do, through our events content, through our training programmes, and within our organisation.
- We champion **integrity, honesty, and openness**. These are core principles, at the heart of how we work and what we do, within our organisation, and through our events and training.
- We are **driven by content**: we are rigorous in our approach to research and innovation.
- All we do must **add value**, such as through insight, for the audience for which it is intended, and to the invisible audience beyond that (e.g., the customer, the patient, the pupil).
- We are **professional**: we want all that we deliver to be a useful, positive, experience.
- We are **neutral** in all that we do: we are not politically, regionally, or in other ways, biased.
- We aim to have no barriers, **cutting across sectors and regions**, to reach all audiences, to share experiences, to collaborate; to **form connections and partnerships**.





# Knowledge Exchange Group

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The Knowledge Exchange Group is a  
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