

**WEST MIDLANDS REGIONAL ASSEMBLY**

**Board of Directors – 26 September 2007**

**Assembly Annual Conference – 28 January 2008**

**Report of the Chief Executive – West Midlands Regional Assembly**

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**1. Purpose of Report**

To update the Assembly Board on progress towards planning of the Assembly Annual Conference due to be held on 28 January 2008 at a venue in Birmingham.

**2. Recommendation**

2.1 Members are asked to note progress and offer any comments, concerns or suggestions

**3. Background**

3.1 Theme/Title

"Voice of the Region – Speaking out for the Region internally and externally".

3.2 Structure

Morning – How to utilise strength of partnerships – how do we form the most beneficial partnerships post SNR.

Afternoon – How to utilise a partnership approach to benefit and promote the Region: which approaches are vital to develop the Region's efforts.

3.3 Speakers

***Conference facilitator:***

Olwen Dutton

***Speaker 1 - Conference opening and closing:***

Cllr David S Smith

***Speaker 2 - Keynote speaker:***

Liam Byrne MP

The keynote speech will focus on Mr Bryne's vision for the future of the Region.

- **A backup keynote speaker will need to lined up in case Mr Byrne cannot attend due to Government emergency.**

### ***Speaker 3 - Inspirational speaker***

The motivational speech will focus on how to realise Regional vision utilising existing partnerships.

Suggestions so far:

- Bill Morris – chancellor at Staffordshire University
- Archbishop John Sentamu – former bishop of Birmingham
- ***Other West Midlands University Chancellors and notable speakers are being considered.***

### ***Speaker 4 -***

It is recommended that we have an afternoon speaker that would speak about how to promote the Region.

Suggestions are:

- Via West Midlands in Europe, a delegate from a European Region that has been particularly successful at self promotion. Possible Regions are Lyon or Frankfurt.
- A person from a business background (entrepreneur) who has been particularly successful in his/her area of business.

### ***Speaker 5 - Summary speaker***

Olwen Dutton

## **3.4 Workshops**

Consideration needs to be given to:

### **The number of workshops**

### **Topics areas (in keeping with the main theme)**

*Morning workshops - How to utilise strength of partnerships- how do we form the most beneficial partnerships post SNR.*

*Afternoon workshops - How do we speak with authority in order to promote the Region: which approaches are vital to develop the Region's efforts?*

## **3.5 Draft Programme**

Time	Topic	Speaker	Timing
10.00am	Refreshments		
10.30am	Conference opening	Olwen Dutton	5 minutes
10.35am	Welcome speech	Cllr David S Smith	10 minutes

Time	Topic	Speaker	Timing
10.45am	Keynote address	Liam Byrne MP, Minister for the Region	20 minutes
11.05am	Q and A		10 minutes
11.15am	Inspirational guest speaker	TBC	20 minutes
11.35am	coffee		20 minutes
11.55am	Morning workshops		45 minutes
12.40pm	Lunch		60 minutes
13.40pm	Afternoon speaker	TBC	20 minutes
14.00pm	Q and A		5 minutes
14.05pm	Afternoon workshops		45 minutes
14.50pm	Workshops feedback and Q and A		15 minutes
15.05pm	WMRA – Summary speaker	Olwen Dutton	10 minutes
15.15pm	Conference close	Cllr David S Smith	5 minutes
15.20pm	Coffee and networking		

**Contact:**

**Name:** *Olwen Dutton – Chief Executive*

**Telephone:** *0121 678 1031*

**Email:** [o.dutton@wmra.gov.uk](mailto:o.dutton@wmra.gov.uk)