

# Effective Parental Engagement:

## Overcoming Communication Barriers and Driving Pupil Progress

09:00 – 09:45	Registration and refreshments		
09:45 – 10:00	<b>Chair's Introduction and Welcome</b> <i>Fiona Carnie, Director, Parent Councils UK</i>		
10:00 – 10:30 <b>Keynote 1</b>	<b>How we successfully reached parents with negative experiences of their schooling and the strategies we used to turn their perceptions around</b> <i>Kate Greig, Headteacher, King Ethelbert School</i>		
10:30 – 11:10 <b>Keynote 2</b>	<b>Overcoming cultural barriers: Gain proven strategies to successfully connect with parents from a wide variety of cultural backgrounds and sustain continuous engagement</b> <i>Panel session of nationwide case studies</i>		
11:10 – 11:20	Questions		
11:20 – 11:50	Morning Refreshments		
11:50 – 12:40	Streamed Sessions 1		
	1A	1B	1C
	EAL FAMILIES	PUPIL PREMIUM	COMMUNICATING PROGRESS
	<b>Practical solutions to successfully overcome language barriers and ensure clear communication with parents of EAL pupils</b> <i>Diane Leedham, Writer, Teacher &amp; Consultant for EAL and Equality/Diversity</i>	<b>High-impact strategies for the effective use of pupil premium funding to engage parents and drive pupil progress</b> <i>Mario López-Goicoechea, Extended Schools Leader, Parent Support Advisor and Parent College Manager, Honilands Primary School</i>	<b>Effective approaches to ensure your school can communicate and report progress to parents efficiently in light of the new curriculum and the removal of levels</b> <i>Matthew Koster-Marcon, Managing Director, School Explained</i>
12:40 – 13:40	Lunch		
13:40 – 14:10 <b>Keynote 3</b>	<b>Technology: Cost-effective, time-efficient uses of technology to successfully engage with parents and provide an ongoing dialogue</b> <i>Erica Brandt, Parental Engagement Researcher</i>		
14:10 – 14:20	Questions		
14:20 – 15:10	Streamed Sessions 2		
	2A	2B	2C
	RELATIONSHIPS	DIFFICULT CONVERSATIONS	LITERACY – PRIMARY FOCUSED
	<b>Gain strategies to make effective initial contact, develop long term trust and build sustainable relationships with your school community</b> <i>Fiona Carnie, Director, Parent Councils UK</i>	<b>Practical scenarios, tools and role-plays to successfully manage difficult conversations with parents and handle challenging situations</b> <i>Alan Brookes, Headteacher, Fulston Manor School</i>	<b>Proven methods to improve literacy levels through effective home learning and parent workshops in school</b> <i>Emma Beresford, Director, Parental Engagement Network</i>
15:10 – 15:30	Afternoon refreshments		
15:30 – 16:20	Streamed Sessions 3		
	3A	3B	3C
	HOME LEARNING	MEASURING IMPACT	OVER-INVOLVEMENT
	<b>Practical resources and strategies to ensure parents are fully equipped to have an effective impact on improving pupil outcomes</b> <i>Emma Beresford, Director, Parental Engagement Network</i>	<b>Effective techniques to accurately measure and demonstrate the impact of your parental engagement strategy on pupil progress</b> <i>Alison Brannick, Deputy Principal, Bethnal Green Academy</i>	<b>Learn how to work effectively with 'over-involved' parents and channel their engagement into positive outcomes for pupils</b> <i>Julie Taplin, Deputy Chief Executive, Potential Plus UK</i>
16:20	Conference Close		