

FORWARD PLANNING CALENDAR FEBRUARY – APRIL 2018

Month	Date	Event/Campaign /Thought Leadership	Summary	Activity
February	7 th	Management Book of the Year	Management Book of the Year is run by CMI in partnership with The British Library, and supported by Henley Business School. Now in its eighth year, Management Book of the Year signposts managers and leaders to the books that are breathing new life into management and leadership thinking. The five category winners and an overall winner will be announced at an awards evening at the British Library on 7 February 2018 – with the winning author taking home a £5,000 prize	<ul style="list-style-type: none"> ● Press release ● Social media campaign which will feature blogs written by the authors and promotional videos created by Motion Graphics BA students at Ravensbourne college
	21 st	HE Conference	<p>The annual HE Conference is taking place on the 21st February. At the conference we will be launching our ‘21st Century Leaders’ research which highlights the triangle of skills gaps between employers, students and business schools. The research features new surveys of managers and students and case studies of universities and business schools.</p> <p>The conference will also host CMI’s inaugural HE Awards. The awards programme has been launched to recognise the institutions which are making a big impact on the employability and management and leadership skills of their students.</p>	
	End Feb – beginning	Broken Windows Campaign	We’re shining a light on the smaller, discriminatory and sometimes accidental	<ul style="list-style-type: none"> ● Social media campaign – this will feature a video which will run across our social

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	March		<p>behaviours that continue to exist in our culture and contribute to gender inequality.</p> <p>We call these behaviours 'broken windows'.</p> <p>To highlight the ridiculousness of gender inequality in modern society, we will be launching our Broken Windows campaign to feature these behaviours undermining women in a satirical way.</p> <p>This follows the launch of CMI's Blueprint for Balance report, launched in January 2018. In the run up to the launch, we are currently encouraging men and women to share their experiences of gender discrimination in the workplace to be featured in the Broken Windows campaign. If you have a story you'd like to share, please email us on brokenwindows@managers.org.uk</p>	<p>media channels. More details to follow in coming weeks.</p>
March	5-8 th	National Apprenticeship Week	<p>During the week employers and apprentices from across England will come together to celebrate the success of apprenticeships whilst encouraging even more people to choose apprenticeships as a pathway to a great career.</p> <p>The theme for the #NAW2018 is 'Apprenticeships Work'. Showcasing how apprenticeships work:</p> <ul style="list-style-type: none"> ● for individuals ● for employers 	<p>For National Apprenticeship Week we will be undergoing various different activities including:</p> <ul style="list-style-type: none"> ● Joint event with the 5% club – Meet the Young Apprentices/Women into Management ● Apprenticeships – social mobility thought leadership ● PR activity – press release survey of managers ● Social media campaign

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			<ul style="list-style-type: none"> • for the community • for the wider economy 	
	8 th	International Women's Day	International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.	<ul style="list-style-type: none"> • Social media support • Department for Education/ESFA event – Women into Management – TBC • Broken Windows campaign will compliment IWD
April	26 th	Future Leaders Launch	We will be launching a Future Leaders community targeted at under 35 professionals. This community will be a diverse, ambitious group of emerging and practicing professionals who want to get ahead in their career and will support our learner conversions.	<ul style="list-style-type: none"> • London launch event – 26th April • Manchester launch event – w/c 30th April • Edinburgh launch event – w/c 30th April • Launching the second part of the 21st Century Leaders research – infographics, CMI research • LinkedIn Group community • PR activity • Social media activity