

**4 February 2010**

Dear Colleague

**Joint ASCC/ PiF Seminar: *The Information Standard and Social Care – all you need to know***

**The seminar:** This joint **ASCC/ PiF** seminar looks at the **Information Standard** and its application in the social care arena (adult care, children and family care, and the voluntary sector). It will give you the chance to check out information standards, including what has happened so far, what the options are now and what to do next.

The seminar will include speakers from **The Information Standard** and agencies who are already involved with the accreditation process. Anyone who is looking at information standards in local government or the voluntary sector should attend this seminar, where you will also have the opportunity to discuss options and concerns.

The attendance fee for this half day seminar is **£60** for PiF/ ASCC members and **£100** for non-PiF/ ASCC members (excluding VAT). We are most grateful to **The Information Standard** for supporting this seminar, including **five full bursaries** which have been made available on a first come, first served basis to those from voluntary groups that are unable to pay.

**Who we are:** The **Patient Information Forum (PiF)** is the UK's leading organisation for professionals involved in the production and provision of health information to consumers. We lobby to raise the profile of consumer health information and support professionals working in this area through skills development and running events to share good practice.

The **Association of Social Care Communicators (ASCC)** supports professionals working in all areas of social care communications across the UK to help them to provide the highest quality information. We aim to raise the profile of information as a service and encourage the exchange of ideas.

**How to book:** This seminar, for a maximum of **70 participants** will be held at **The UCH Education Centre, 1st Floor West 250 Euston Road, London, NW1 2PG** ([www.ucheducationcentre.org](http://www.ucheducationcentre.org)) on Monday **29 March 2010 starting at 1230**.

To attend please complete and submit the attached booking form before Friday 19 March 2010.

Yours sincerely

**Mark Duman**  
President, PiF

**Lynne Clifford**  
Chair, ASCC

Enc. Agenda & Booking Form

**Please email Booking Form to: Nicole Naylor** [secretary@pifonline.org.uk](mailto:secretary@pifonline.org.uk)  
or post to PiF, 9 Moorlands, Mill Street, Chagford, Devon, TQ13 8AN

## AGENDA

### Seminar: *The Information Standard and Social Care – all you need to know*

- 1230 Registration, Tea & Coffee
- 1245 *Welcome, introductions & scene-setting*  
Lynne Clifford, *Chair, Association of Social Care Communicators*
- 1250 *Information Standard – an overview*  
Ian Cargill, *Information Producer Support Manager, The Information Standard*
- 1305 *A Certifying Body's experience to date*  
Fiona Grant, *Operations Manager, & Simon Elmore, Relationship Manager, EMQC Ltd*
- 1320 *Being a Founder Member - sharing experience to date*
  - Anna Jackson, *Information Service Manager, The Carers Resource*
  - Andy Fairweather, *Customer Contact Project Manager, Oxfordshire County Council*
- 1350 Panel Q&A
- 1400 Comfort Break – Tea & Coffee
- 1415 *The Information Standard and Social Care – a view from the frontline*  
Emily Holzhausen, *Director of Policy and Public Affairs, Carers UK*
- 1430 *Fitting in with other standards – Customer Service Excellence*  
Craig Nightingale, *Planning and Performance Manager, scope*
- 1445 Panel Q&A
- 1505 Workshop/ group discussions: Issues for social care and health
- 1550 *Summing-up and closing remarks*  
Sarah Smith, *Operations Director, Patient Information Forum*
- 1600 Close & Networking

This workshop has kindly been supported by **The Information Standard**.

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**BOOKING FORM**

Yes, I would like to attend IS Social Care seminar at **the UCH Education Centre** on **29 March 2010**.

I work for a voluntary group, and being unable to pay, would like to apply for one of the 5 bursary places available (offered on first come first served basis)

I am a PiF/ ASCC member. My membership number is ..... (leave blank if not known).

Full name ..... Title (e.g. Mrs, Dr) .....

Job title .....

Organisation name .....

Full postal address .....

.....

Daytime Tel ..... Email .....

Do you have any particular needs (e.g. dietary, access, etc)? .....

How did you hear about this event? .....

**PAYMENT (by cheque or BACS if possible) - PAYMENT MUST BE RECEIVED PRIOR TO ATTENDANCE**

I enclose a cheque (made payable to Patient Information Forum with your name and event on the back)

I have paid by BACS electronic payment on: Date.....Ref. no. ....  
(PiF account details: Sort Code: **08-92-99** Account Number: **65343896** Bank: Co-operative Bank)

Please issue a pro-forma invoice for payment. Invoice details (if different from above):

Name:

Job title:

Organisation:

Address:

Postcode:

Contact telephone number:

**Confirming your booking** - once we have received your booking form and payment you will receive confirmation of your booking by email (please double-check that your email address is correct). If you cancel your booking less than 7 days before the event you will be charged at the full delegate rate.

**Getting to and from the venue** - a map and directions for how to get to the venue will be emailed to you with confirmation of your place. You are responsible for your travel arrangements - we are unable to fund travel expenses.

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