

# Workshop instructions

We're looking to gather the thoughts and insight from across our member community, to ensure we provide you with the right news and information to do your job well.

Your feedback and ideas will help shape the innovative content we produce and inform what our national conference looks like moving forward.

The workshop will lead you and your group through a series of questions, aimed to spark discussion and inspire ideas. They should take around 45 minutes to complete. We'd like all feedback to be back to us by **28 October 2022**.

## What to do next?

- First things first, organise a time to get together with your fellow participants. We'd like views from a range of people, including members and non-members
- We have five questions that we'd like you to discuss and debate, considering how we can add value and fulfill your unmet needs
- Simply record your thoughts using this sheet and send it over to **marketing.communications@cih.org** - we'll do all the work from here
- You can either collate your thoughts together on one sheet or complete a sheet each.

## What do we mean by housing content?

We use the term housing content to cover all the information you need to do your job well and stay informed. It covers everything from policy info, good practice, news, the themes in our training and qualifications or topics we discuss at our events.

## Need some help?

Email us on **marketing.communications@cih.org** and we'd be happy to give you some guidance.

#ShapeCIH



# The questions



## Share a bit of information about your group

Your feedback is completely anonymous, but to give us an idea of the range of views from the individuals in your session, we'd value a short outline of who joined your group. This could simply be the number of participants in your discussion; an indication of their age range; how many were members and/or non-members; and their current career level. This will help us to understand how feedback differs across a variety of demographics.

### 1. What content would you like CIH to produce?

This could be things like, but not exclusive to, thought-leadership, good practice from across the sector, government announcements, recruitment, etc. Think about what we could produce that you don't get anywhere else. It would also be good to hear the content you don't like or don't find valuable. This is the question we would like you to spend the most time on.

### 2. How would you like the content delivered and how often?

Consider how you prefer to receive content, which could be, but not exclusive to, links to read more, full articles in a magazine format or maybe through a CIH app. Think about how often you would like to hear from us, weekly, monthly etc.

# The questions



## 3. Do you attend housing conferences and if so, which do you value most?

Think about places you've been that have had the most impact and ignited a spark in your creativity.

## 4. What would you want from a CIH national conference?

This could be things like, but not exclusive to, practical solutions, inspiring speakers, round table discussions, networking, etc. Do you think CIH should work with any other housing partners or organisations to deliver a joint conference?

## 5. If you have any other comments or questions regarding our delivery of news and information or a national conference,, please share them with us.