



Talking change: manage the conversation about change

In contested environments, the way we talk about our work can be as important as the work itself. This interactive presentation will look at the dialogue between projects and the city, how it drives public perceptions and creates media coverage.

Mark Ames from Sydney-based *Strategic Cities* will share examples from city-changing projects around the world which show why the way we talk about change is critical to success.

From contested cycleways to failed airports, Mark will share real world stories and provide tips on overcoming resistance to change where you work. Lastly, he'll suggest a suite of communication skills that everyone involved in change can adopt.

Mark Ames, Strategic Cities



Mark Ames established *Strategic Cities* in 2015, offering media management and communications advice to clients who deliver urban change.

He has hosted workshops on building public support for change for the councils of the cities of Adelaide, Vincent and Valencia, to Boffa Miskell, Auckland Transport and the University of Amsterdam.

He's delivered keynote addresses to the New Zealand Universal Design Conference, the Australian Bicycle Summit and the Velo-City Global cycling conference in the Netherlands in 2017.

Mark has previously written about cities, cycling and managing change in *The Times*, *The Guardian*, the *London Evening Standard*, *Western Australia Today*, *Landscape Architecture NZ* and *The Planner*, the magazine of Britain's *Royal Town Planning Institute*.

Broadcast appearances include *Sky News*, *ITV News*, *BBC London*, *ABC 702 Sydney*, *Russia Today*, *Perth Talk Radio*, Public Radio International's *The World*, Canadian Broadcasting Corporation's *As It Happens* and the BBC's flagship current affairs programme *Newsnight*.

He's worked with activists, planners and politicians to help deliver difficult active transport projects, including the Mayor of London's £1 billion *Cycle Vision for London* and the City of Sydney's new *Cycling Strategy and Action Plan*.

Mark believes understanding the media production process is a vital and underestimated skill for anyone delivering change in cities today. He lives in Sydney, Australia and owns too many bicycles.

Connect with Mark at strategic-cities.com or via Twitter @StrategicCities