

Shift Speakers Bureau

Ben Furner – Bureau coordinator

Selina Aktar – Bureau member

- Part of Shift
- Bureau – on the advice of voluntary sector
- Resource for journalists and event organisers
- 50 people across England
- Originally managed by Mental Health Media

- Furner Communications
- Social policy specialists
- Consultants to Mental Health Media
- Took over in 2006
- Sue Flook

- Recruitment
- Shortlisting
- Protocols
- Training

Journalists and event organisers

- Deadlines
- Expectation management
- Recording results
- Name checking...

Bureau Members

- Deadlines!
- Expectation management!
- Dealing with distress

What we've learnt

- Resource is key
- Real stories central to improving understanding
- Not just journalists