

## Registration now open for Journey4's final Smarter Working webinar

March 10, 2021



Transport consultancy organisation **Journey4** has revealed details of the final webinar in its Smarter Working series. Covering the topic of Communication, the webinar will be of particular interest across the rail industry as it features Stella St David-Smith – Head of Communications at Northern Trains.

Taking place on March 24 at 11.30am the webinar will explore how communication has been impacted by the pandemic, and how we can use the lessons learnt in managing the transition to new ways of working.

[Click here to register your interest.](#)

The webinar features three expert speakers:

Stella St David-Smith – Head of Communications at Northern Trains – on the topic of key communications for key workers.

This session will cover how Northern Trains approached communicating with frontline colleagues who have been working tirelessly to keep the north of England moving during the pandemic, positioning them as key workers supporting key workers. Stella will cover how Northern Trains embraced digital technology, including for more informal communications – and what it means to be a visible leader in a virtual world.

Jonathan Martindale – Director of Business Development at Phoenix Natural Gas – on the topic of

stakeholder engagement – investing for a rainy day.

This session explores the importance of stakeholder and partner engagement during the pandemic on energy transition and role of natural gas in delivering a lower carbon future.

Stuart Pearce – Director at Journey4 – on the topic of the future of work.

The future of work session shares insights from organisations, large and small, that have lived through the first year of coronavirus. It covers the importance of communication in driving well-being and putting your people first, the recognition that leaders need to develop new skills to thrive in the post COVID world and that engaging with your customer has never been so important.

Stuart Pearce said: “This should make for an interesting seminar and a great way to conclude the popular Smarter Working webinars.

“I’m looking forward to joining Stella and Jonathan to provide a summary of our learnings over the past 12 months of the coronavirus pandemic and how organisations have adapted to change and how important communication has been in keeping customers and people engaged and connected.

“Following the talks, there will be a question and answer session with the speakers.”

Register in advance to take part in this free webinar. More details are available by [clicking here](#). Visit [www.journey4.co.uk](http://www.journey4.co.uk) for more details about the transport consultancy organisation.