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COBCOE Awards Dinner 2017 Guest Speaker Biography

Conrad Bird CBE **Director, GREAT Britain campaign, Department for International Trade**

Conrad is Director of the GREAT Britain campaign, based in the Department for International Trade and formerly at No10 Downing Street, where his role was extended to include responsibility for delivering major cross-government campaigns, as well as ensuring Government spending on communications was efficient and cost-effective.

Previously Conrad worked at the Foreign & Commonwealth Office as Head of Public Diplomacy and Strategic Campaigns. He was responsible for a wide range of policies and campaigns, including soft power, the 2012 Olympics and Paralympics, and campaigns in the Middle East, Libya, Afghanistan and Pakistan.

In 2002 Conrad joined Government, initially working with the Central Office of Information on issues that included teenage drugs, consumer rights and international export. He then joined the Cabinet Office to work with the first Permanent Secretary of Government Communication as Director of Strategic Communications. Here he launched 'Engage', a new approach to Government Communication, and was responsible for campaigns to counter terrorism and animal rights extremism.

Before joining Government Conrad spent 18 years in advertising, working with a number of agencies on national and international business. During this time he also set up an award-winning communication consultancy which he successfully ran for eight years.



COBCOE Awards Dinner, 27 April 2017
Ironmongers' Hall, Shaftesbury Place, Barbican, London EC2Y 8AA
From 7pm

For booking and more info, please click [here](#)

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