



# Alastair Campbell takes up residence with Staffordshire University

Writer, campaigner and strategist Alastair Campbell is coming to Staffordshire University this month to launch a new initiative designed to inspire and engage students and the wider community.

Alastair, will be taking up residence at the University over three days from November 16 - 18 when he will be interacting with students and academics across the University.

As part of a packed programme, Alastair will be undertaking a career development session with Journalism, History and Politics students, discussing the future of the Welfare State with Social Welfare Law and Health and Social Care students and giving the benefit of his experience in crisis PR to budding sports journalists.

George Kelly, Director of Marketing and PR, said: "We want to build on the success of our public lecture series and to ensure that our students and academic staff are able to interact with these high profile speakers who will inspire them and challenge their thinking on a number of levels."

"The public lecture is still key part of the residency and as someone who is playing a lead role in the campaign to get equality for mental health, we expect that places for Alastair's evening lecture will go quickly."

Alastair will also launch the University's Global Entrepreneurship Week of activity with a talk about the Role of Innovation in all Winning Projects and on Wednesday November 19 he will play a starring role in a Business Breakfast discussion on the EU which is supported by Freeths LLP and the British Ceramic Confederation.

Professor Marc Jones, the brainchild behind the residences, said: "We are very excited that Alastair has agreed to undertake our first residency as this will really help set the standard. It is also our intention that Alastair himself goes away feeling inspired and engaged with the work of the University."

"We have high hopes for the residencies and are already planning ahead for the New Year when we will be hosting University honorary graduate and political commentator Owen Jones."

Alastair Campbell's public lecture 'Bonkers? All the Best People Are – An inspirational tribute to the achievements of the Mentally Ill' takes place on Monday November 16 at the Staffordshire University Science Centre, Leek Road, Stoke beginning at 6pm. For more details and to reserve your free place, telephone 01782 295860 or email [public@staffs.ac.uk](mailto:public@staffs.ac.uk).

## Notes to editors:

There will be limited opportunities to interview/photograph Alastair Campbell during the residency. You are invited to send a representative to the following events taking place in Staffordshire University Science Centre on Leek Road, Stoke-on-Trent ST4 2DF. To make arrangements and to confirm your attendance at these events, please contact the Press Office on 01782 294375.

### Monday November 16 from 5.30pm

Alastair Campbell's public lecture 'Bonkers? All the Best People Are – An inspirational tribute to the achievements of the Mentally Ill' takes place beginning at 6pm.

### Tuesday November 17 at 11am

Opening of the University's Global Entrepreneurship week. Alastair Campbell will be making the keynote speech 'The role of Innovation in all winning projects.'

### Wednesday November 18 at 8am

'Is the EU Good or Bad for British business' a business breakfast discussion featuring Alastair Campbell and supported by Freeths LLP and the British Ceramic Confederation.

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