

Farewell Stef

After over eight years of working with Confor members to promote the sector, it is time for Confor Communications Manager and FTN Editor **Stef Kaiser** to move on.

It was September 2013, when I got offered the job as Confor's communications manager and FTN editor. It was a part-time role and my appointment came as a surprise. At the time, I had completed my Msc in Environment and Development and had just finalised a longer contract with an impact investing start-up, sourcing carbon forestry projects and developing green due diligence screenings. I hadn't been looking for a job in communications but was thrilled to work in forestry! As a communicative person, I counted myself extremely lucky to enter a job where I could engage with an entire sector – a sector characterised by its passionate and down-to-earth people.

After learning the trade of editing and curating a magazine, I got excited about the possibilities of modernising the publication and making it stand out among its fellow trade publications. Coming from outside of the sector – and the country – I wanted to get my teeth stuck into my mission of modernise the look-and-feel of the forestry and timber brand in the UK.

In 2017, together with the designers at Countrywide Publications, we rebranded FTN (*see below*). It has been a pleasure to work with Simon Tooth and Mark Shreeve for over eight years – I will miss them dearly.

Another key moment of the early days that comes to mind is my first Confor Woodland Show in 2013; I was only a few weeks into the job and it was a truly immersive experience! I still remember the welcoming attitude of the people I met that week and the warmth and passion they radiated.

Over the few last years, communicating a positive and contemporary image of the forestry and timber sector has become an increasingly important part of my role. "Changing Attitudes" involves both branding and messaging. The right brand aims to elicit a positive emotional response and first impression, making audiences receptive to the messages we want to communicate. I enjoyed working with media production companies Heehaw and Cravens to produce our sector video in 2017 and our 'Animating Forestry' animation in 2018. Since then, sector branding has been part of my thinking when working across Confor's different communications platforms. Or simply when talking to friends and strangers in the pub.

I am happy to have had the chance to



FTN Covers 2017-21

Use the QR code or visit www.confor.org.uk/news/ftn-magazine/ftn-covers-2017-2021/ to watch our slide show.



project manage the design of a Changing Attitudes media engagement strategy for 2022 before my departure. It has been very enriching and insightful to work with consultants David Glaze and Susan Brownlow on this.

The Confor dinner on 1 March will be my last day working for Confor – an excellent opportunity for a last catch-up with cherished Members. From March onwards, I will be working for Naturemetrics – a company offering eDNA-based biodiversity monitoring and assessments. This is a great opportunity for me to continue working with the forestry sector and the people in my network, whilst recovering my long-forgotten background in ecology and genetics. Naturemetrics will be a member of Confor, so I will remain in touch – now taking on a member's perspective!



Please stay in touch.
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What next for FTN?

FTN will continue to be published to the same high quality.

Contact FTN@confor.org.uk



How Stef should be remembered

Communication, Communication, Communication

My idea of a Changing Attitudes workstream really took off when Stef joined our team and combined an over-haul of FTN with the preparation of new industry messaging.

Messaging and branding unites us a sector and is the basis of what we communicate, and communication will only become more and more important, both at a local and a national level.

Stef and I have worked together for over eight years, and I have huge respect for how she has transformed our magazine and brought her eye for detail to our visual communication. We are stepping up our communication this year, both to Members and externally, and while Stef won't be part of that exciting next step I'm really glad that she will have the opportunity to take on a new challenge going back to her roots. Stef departs with my thanks and the best wishes of everyone in the Confor team. You will be a hard (balancing) to follow...