



CHARTERED INSTITUTE OF PUBLIC RELATIONS ELECTION OF PRESIDENT ELECT 2010

CANDIDATE STATEMENT



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It is time to focus. The next five years will see fundamental, irreversible, changes in our industry. The CIPR, your Institute, must be at the forefront of those changes. Leading, not following. With a vision that reflects reality, not pipe dreams

I want the CIPR to become the number one membership body for communications professionals. That is achievable if we focus on our members, the accessibility of our services and the quality of our products. All at the right price.

This vision does not mean lots of travel and junkets, it means providing services locally, nationally and internationally, nothing more than we all do as communications professionals in our daily lives.

Our professional lives are now global. The constant development of new channels to our stakeholders, Twitter & Facebook do not stop at our shores, nor should the CIPR.

That means changes to the way we interact with our members across the nations and regions and in all sectors. It means more support for all our local and sector groups. It also means less focus on offices and more emphasis in Internet communities, and e-learning, where all CIPR members and communications professionals across the world can participate.

I welcome the progressive lead Jay O' Connor has taken driving forward qualifications and the Internet work – we must continue this important momentum.

A tremendous amount has been achieved in expanding and promoting our educational accreditation and standards. Chartered status is of global value, not just national. We have already started selling our qualifications around the world to great effect – we must do more.

Locally, we must be more efficient in all the services we provide to our members. Forging closer links with the Public Relations Consultants Association will provide opportunities to expand the range of membership services, and cost sharing. We must work with the PRCA, not be in direct competition.

We need also to develop better relationships with other membership bodies such as the Chartered Institute of Marketing – we are all communicators. We must not be fixated by the words 'public relations' in this new world.

It is important that your President Elect has the drive, commitment and knowledge to support your next President continue into their year as President. And that there is continuity of purpose and objectives.

I have served on the CIPR Council for the past three years and chaired the Business Services Committee for the past two years. I am aware of the huge challenges that we face and the need to realign our business to be 'fit for purpose'. As Director of Communications for Scotland's second largest health authority, managing change to achieve positive outcomes is what I do, always against a backdrop of tight finances and a need to demonstrate value-for-money every day.

The CIPR must change, move faster and crucially, listen to our members. We must lead our profession by providing value.

That change will only begin with your vote.