

# OUR CIPR 2010

The Annual Report of the  
Chartered Institute of Public Relations

# Welcome to the 2010 Annual Report of the Chartered Institute of Public Relations

In this report you will find information on the performance of the Institute in the calendar year from January to the end of December 2010. The full accounts have been published on the CIPR website at [www.cipr.co.uk/finalaccounts](http://www.cipr.co.uk/finalaccounts).

The CIPR Annual General Meeting will take place at the Institute's offices 52-53 Russell Square, London WC1B 4HP at 6pm on Thursday 30 June 2011.

To help with planning, please notify your intention to attend to [yingc@cipr.co.uk](mailto:yingc@cipr.co.uk). Proxy forms are also available for download from [www.cipr.co.uk/proxyform](http://www.cipr.co.uk/proxyform). Members wishing to raise matters at the AGM should contact the Chief Executive Officer, Jane Wilson, [janew@cipr.co.uk](mailto:janew@cipr.co.uk). All CIPR members are warmly invited to attend.

## Contents

	Page
Who we are	2
President's Overview	3
Chief Executive's Report	4
Our Members	5
Professional Development	7
What We Said	9
Recognising Excellence	11
In Focus	13
New Ways of Engaging	15
Partners and Sponsors	16
iprovision	17



## Who We Are: Our Members' Views

**Catherine Worboys** *ACIPR Consultant, Curtin&Co*



director.

When I was appointed as an account executive at Curtin&Co one of the first things I did was to join the CIPR. My academic background is in sociology and politics so I felt that I needed to bolster my practical learning through working within the industry with a theoretical base and learning from industry leaders. The CIPR has not disappointed: the CPD programme means that I learn new skills and gain practical advice whilst building a network of contacts and being on the committee of CAPSIG has enabled me to share best practice and new ideas with a wide range of individuals and across disciplines. I fully believe that the benefits gained through being a member of the CIPR has had a significant impact upon my progression to operations

**Dan Tyte** *ACIPR Cyfarwyddwr (Director), Working Word*



The way organisations communicate with their audiences is rapidly changing and the old models of the way PR people operate are being ripped up. It's vital to stay ahead of the curve on developments and being a member of the CIPR can help achieve this. The opportunity to take time out of the daily grind to look at the bigger picture and share experiences and ideas with peers is invaluable to staying relevant in today's changing landscape. You could liken it to being part of a big support group. The opportunity to be recognised for excellence through the PRide Awards can be a major boost to both the agency and clients and winning the CIPR Cymru Wales Young Communicator of the Year award will always remain a personal career highlight.

**Russ Brady** *MCIPR Head of Group Public Relations, The Co-operative*



In heading up the public relations team for the UK's largest mutual business, I recognise the importance of making membership matter and creating a discernible value for our key stakeholders. I genuinely believe that the CIPR has worked hard in recent times to create this value for members, especially within the area of learning and development and I've encouraged my team to embark upon the full range of qualifications now on offer via the Institute. Whilst training and improving standards should be a key priority for any representative body, it shouldn't be its sole purpose and the Institute has also increased its engagement amongst practitioners in recent times, which has enabled some real challenges and opportunities to be first aired and then tackled. Our industry continues to evolve at pace and it is important that the CIPR continues to listen and support its membership in the future. Its recent track record would suggest that it has the desire and capability to achieve this.

**Laura Crimmons** *Student member, Leeds Metropolitan University*



The access to CPD modules that my CIPR membership gives me has proven invaluable. It means that, alongside studying a CIPR approved qualification (BA (Hons) Public Relations), I also have access to a wide and diverse range of materials to further develop my public relations knowledge and develop me for a future career in PR. I am kept up to date on the latest industry news through the CIPR newsletter and subscription to PR Week to ensure I understand current industry trends. I also have access to a wealth of careers advice to prepare me for the working in the public relations industry.

## President's Overview



We began 2010 with two important goals: the launch of a new, three-year strategic plan, based on our Royal Charter, to invigorate support for and engagement with our members and the profession. Underpinning this plan was the goal of financial stability for the CIPR following the significant losses in 2009.

It is testament to our staff, members, volunteers and partners that the CIPR achieved such stability in 2010, a year marked by continued economic uncertainty and pressure on PR budgets. Following a detailed cost review and restructure of the Institute, together with the launch of new initiatives and qualifications, we delivered a surplus of £372,530 – a significant achievement, although some difficult decisions were needed to accomplish this. The surplus enables the Institute to begin the task of building its reserves, whilst investing in new services and support for members. Another significant achievement was the growth in members and the number of students on our courses.

The Institute's strategic plan focuses on the creation of a new policy platform for our members, integrated with professional development and a new approach to how the CIPR engages with the PR community, members and non-members. The restructure created a new Policy and Communications team and Professional Development and Membership team to underpin a plan that is ambitious in scope.

Despite the challenges, we were able to deliver a raft of new services and activities, including the launch of a new [cipr.co.uk](http://cipr.co.uk) and the first, interactive PR TV programme, CIPR TV. Also, new Diplomas in Public Affairs and Crisis Management; guidance for members on planning and measurement, procurement, media spamming, communicating with children and social media. We represented the interests of our members on matters key to PR, including the Barcelona Principles on evaluation and changes to ASA guidelines on marketing communications online. We launched a public sector initiative to bring together examples of PR value. We were co-founders of the UK Public Affairs Council. We brought together some of the UK's foremost social media practitioners and launched the Social Media Panel to develop advice for our members. We welcomed the UK's first cohort of Chartered PR practitioners; we launched online CPD for members and held conferences and workshops on a wide range of PR topics. We launched the Diversity Working Group and celebrated the achievement of young PR practitioners with the launch of the Future Leaders Forum. We celebrated creativity and excellence at the CIPR Awards. We opened the doors to Russell Square for our 'Social Summers' – informal weekly events for practitioners on everything social media. We held careers days for students and recruitment events for members. Our groups rolled-out a huge programme of events, awards and activities.

I would like to thank everyone who contributed, whether as a staff member, or by supporting the Institute through membership or partnership, or by giving time and expertise. People came together to tackle the challenges, to critique and share ideas. This was, for me, the highlight of my year as President. It underlined that the Institute is valued, that there is a will for it to succeed so that the profession can succeed and most importantly, that the Chartered body has a significant role to play in supporting and leading the PR profession. Of course, there is much still to do. The work continues with a team and community that is focused and committed. I look forward to contributing.

**Jay O'Connor FCIPR, *Chartered PR Practitioner, CIPR President 2010***

## Chief Executive's Report

At the end of 2010, the CIPR had 9,455 members. Seventy people served on the Executive Board and Council during the year and over 200 volunteers contributed to the committees of our national, regional, sector and discipline-specific groups right across the country. Hundreds more gave their time and experience to contribute to policy papers, guidance documents, panels and to CIPR awards and events.



In the wake of a significant financial loss in 2009, the Institute has been able to deliver not only a robust financial performance in 2010 but it has also made improvements to its products and member services. This has only been possible because of the continued commitment of the CIPR's members, volunteers and staff. This was by no means an easy year for the profession or for the Institute. Externally, the profession faced economic uncertainty, increased pressure on budgets and looming cuts in the public sector. Value, results and return on investments were the watchwords of the year and so it is no coincidence that the issue of measurement achieved such prominence in 2010, when the profession came together to focus on new and robust measurement tools.

Internally, the CIPR was no different. The Institute's Board, Council and management team acted swiftly at the start of 2010 to implement the results of a detailed cost review and a restructure. This ensured that the CIPR came out of the year as a leaner, more efficient and streamlined organisation – an Institute that is relevant to its membership and to the public relations profession. The restructuring process resulted in fewer staff members, from an average of 40 members of staff in 2009 to 33 in 2010. As part of the process improvements and focus on member services and engagement, the Institute made further investments in the launch of a new CIPR website delivering better functionality, more content and greater interactivity, an online continuous professional development (CPD) programme and online booking facilities for members.

Membership of the CIPR held up well in 2010 despite a difficult economic environment and it is encouraging that public relations practitioners continue to see membership of their Chartered professional body as an important part of professional development. The CIPR welcomed more students to its courses with the Diploma seeing an increase in enrolments in the year. Two new qualifications were introduced and the surplus generated from qualifications rose 29% year on year. Training, however, saw a drop across the year and this continues to be an area of focus in 2011.

The CIPR's new offices in Russell Square, London, continue to provide appropriate facilities for the Institute's conferences, events and training and unused office space is now occupied by the British Promotional Merchandise Association (BPMA) and by the Migraine Trust.

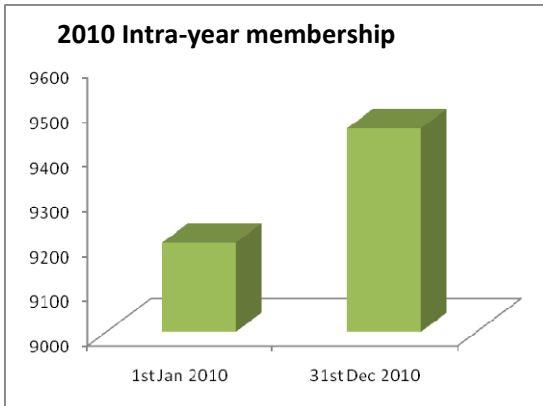
At the end of September 2010, Ann Mealor stood down from her post as Acting Director General and in October, I took up the newly created post of Chief Executive Officer. On behalf of the Board, Council, staff and members, I would like to thank Ann for her excellent work in delivering a strong financial and operational performance in 2010.

Outlook for 2011 remains cautious due to significant economic constraints and cuts in private and public sector organisations, all of which are having an impact on the public relations profession. However, I am encouraged by and confident in the continued commitment of members of the CIPR to professional development, the advancement of the profession and in maintaining an informed and relevant voice. The strength and influence of the CIPR is a result of the commitment of its members and in 2010 the Institute certainly proved to be greater than the sum of its parts.

**Jane Wilson MCIPR, *Chief Executive Officer, CIPR***

## Our Members

Members are the life blood of the Institute. Regardless of who pays for the membership fee, whether employer or individual, the decision to join the CIPR is a personal one. It represents a desire to prioritise professional development, to belong to the profession's Chartered body and to help shape the future of Public Relations. In 2010 the CIPR sought to make the institute more relevant to its members and to the profession.



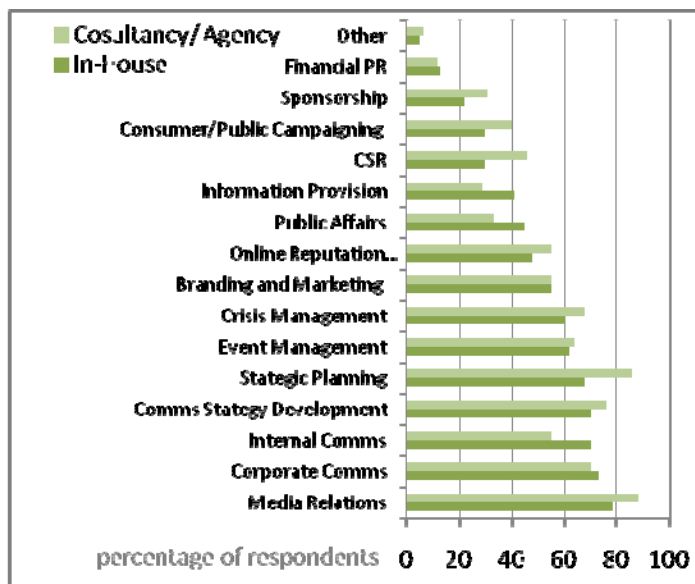
At the start of the year, the CIPR had 9,199 members and at the end of December, membership had gone up almost 3% to a total of 9,455 members. The Institute welcomed 1,994 new members in 2010 and the retention rate was just over 80%.

### What we do

The 2010 State of the Profession Survey conducted by the CIPR amongst almost 2,000 members told the Institute a bit more about what disciplines make up the profession in 2011.

PR functions that practitioners are involved in

(source: 2010 CIPR State of the Profession Benchmarking Survey).



This graph highlights the disciplines and activities undertaken by the survey respondents. Yet again, media relations retained the dominant spot but strategic activities came to the fore in 2010. Respondents also highlighted reputation management, strategic planning and crisis management as the areas likely to see the most growth in the next five years.

Internal communication and employee engagement were also growth areas in this survey.

## The Member Journey

Membership by Grade (Dec 20 10)	
<b>Fellow</b>	3%
<b>Member</b>	60%
<b>Associate</b>	19%
<b>Affiliate</b>	9%
<b>Global Affiliate</b>	3%
<b>Student</b>	5%

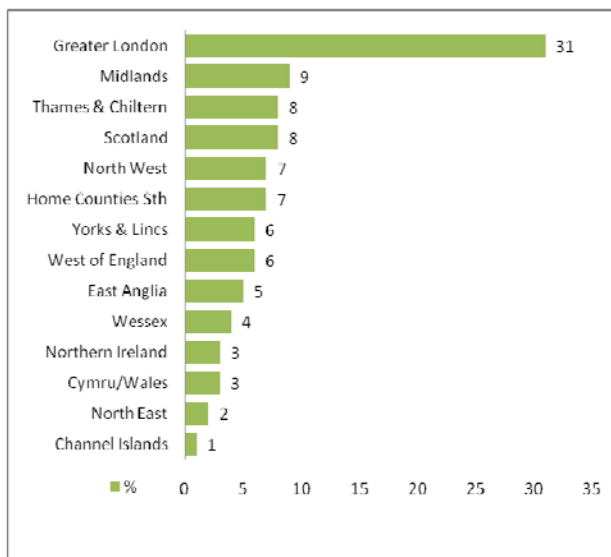
Membership grades range from Students and Affiliates at the start of the membership journey to those seasoned practitioners who have been conferred with Fellowship status. The CIPR aims to assist its members at every stage of their careers and to help them put professional development at the heart of their engagement with their professional body. As in previous years, those at member grade

comprised the biggest membership group.

## Where we are

The CIPR offers members the chance to engage through regional and sectoral groups, to enhance contact with practitioners in the either the same field of professional practice or the same geographical area. 2010 was a year of growth for most of CIPR groups, regionally and sectorally, with nearly all adding more members.

2010 CIPR Regional Groups by % of total membership:



Sector Groups	Members
Construction and Property	257
Corporate and Financial	397
Education and Skills	242
Fifth Estate	265
Government Affairs	672
Health and Medical	290
CIPR Inside	515
International	209
Local Public Services	442
Marcomms	797
Science, Technology, Engineering, Maths	180

## International membership

The CIPR's International Group supports CIPR members working around the world and in the UK, aiming to facilitate understanding of cultural differences; build relations with other countries; and to benchmark, share and learn from best practice. In all, the CIPR has over 500 international members based in 57 countries in North and South America, Africa, Asia, Europe, Australasia and the Indian sub-continent.

## Professional Development

### CIPR Qualifications

CIPR Qualifications are industry recognised and the only professional public relations qualifications awarded by a Chartered body. Courses are offered at every level, allowing students to gain a solid grounding in all the key concepts, techniques, theories and skills needed to perform effectively as a PR practitioner with greater emphasis on strategy, reputation and planning as they progress through the Diploma and 287 practitioners graduated at that level in 2010. New specialist qualifications in Public Affairs (18 students registered for this course which commenced in the Autumn term), Internal Communication (136 graduates in 2010) and Crisis Communication (12 students registered for this course which commenced in the Autumn term) are available. Courses were delivered at centres across the UK, online and at the CIPR's own Centre for Learning in London.

	Foundation Award	Advanced Certificate	Diploma
Aimed at	Those considering a career in PR including school leavers, students or those already working in another area.	Graduates who would like to move into PR or are in the first few years of a PR career.	You have been in the business a while and want to take on a more strategic role.
Entry Requirements	5 GCSEs at grade C or above	CIPR Foundation Award/CIPR Internal Communication Certificate/1 <sup>st</sup> degree in any discipline/2 years' relevant full time employment + 5 GCSEs grade C or above	CIPR Advanced Certificate/CIPR Internal Communication Certificate + 1 years full time employment in public relations/1 <sup>st</sup> degree in a related discipline + 1 years relevant full time employment or two years if you have a first degree in any other discipline/NCTJ or CAM Diploma + requisite amount of employment experience
How you learn	15 hours of tuition which also includes workshops to discuss case studies and current issues	48 hours direct tuition and approx 6 hours each week of independent study. Set reading, practice assignments, case studies, group work/discussion forums	48 hours direct tuition and approx 12 hours each week of independent study. Set reading, practice assignments, case studies, group work/discussion forums
Graduates in 2010	108	147	287



### Workshops

The 2010 training programme saw over 200 scheduled workshops delivered in the year. The CIPR used the services of 26 CIPR Approved Trainers and the workshops were attended by over 1,200 delegates. Topics including crisis communication, internal communication and change management proved extremely popular and the Institute was flexible enough to be able to add new dates to meet demand. Reflecting the developments in the industry, new topics around social media and digital communications were introduced.

### In-house training

When only a bespoke package will do, the CIPR can deliver tailor made training delivered in-house. Demand for in-house training stayed broadly steady. In 2010 the CIPR delivered over 80 in-house training sessions both in the UK and internationally, with CIPR Approved Trainers travelling as far as Abu Dhabi or Accra. The CIPR continued its relationship with the Foreign and Commonwealth Office and Executive Information Service Northern Ireland along with delivering training for corporate, not for profit and other public sector bodies.

*"I found the crisis communications course 100% useful and enjoyed all aspects of it"*

Fiona McKenzie ACIPR, British Aerosol Manufacturers Association

### Briefings & Discussions

Nearly 500 members attended 21 Freshly Squeezed events in 2010. Topics covered included using digital channels, small budget PR, evaluating social media, time management and negotiation skills and event management. Speakers included CIPR Partners Markettiers4DC and others were drawn from organisations as diverse as the BBC, Blue Rubicon, Regester Larkin, Grayling and the London Evening Standard. 85 members attended the 6 'PROfessionals' events in 2010, hearing speakers from Bell Pottinger, Regester Larkin and the Energy Savings Trust on topics such as strategy, pitching and crisis management.

### Continuous Professional Development (CPD) Activities

In 2010 CIPR made it easier to log professional development activity with the successful launch of the the new online CPD scheme, allowing members the flexibility to access and submit their ongoing development via the CIPR website. Going forward in 2011, the scheme is now open to all member grades and almost a tenth of members are currently registered for CPD.

The CIPR continued to enhance the Institute's CPD programme by making changes to the online scheme to make it easier for members to use and further develop the learning and development activity offering by giving a wider range of suggested activities for members to choose from.

## What We Said

The CIPR launched a policy platform in 2010 designed to support the profession as it grows in strength as part of its 2010-2012 Strategic Plan. As well as establishing a Future Leaders Forum and working with the Advertising Standards Authority to clarify guidance relating to online marketing communications regulation, key achievements in 2010 included:

### Planning and Measurement

In 2010 the CIPR updated its guidance for members by producing a toolkit focused on research, planning, and evaluation. The new guidance covered social media, measuring the financial value of PR and looking beyond outputs to evaluate outcomes. The CIPR made a significant contribution to AMEC's 'Barcelona Principles' and in November, the CIPR's new CEO spoke at their London Conference on measurement. The CIPR also established a group to develop guidelines on social media measurement.

### Diversity

The CIPR established a working group to address the major diversity challenges facing the PR profession, particularly the under-representation of people from Black, Asian and Minority Ethnic backgrounds at all levels, the gender glass ceiling, and discrimination facing disabled people. The CIPR represented the PR profession on the EHRC network of professional bodies called 'Equally Professional' in 2010 (see In Focus on page 13).

### Procurement

In October we produced an updated version of our procurement guidance in association with the PRCA, COI and CIPS. The guidance offers advice on how each step of the procurement process should be handled for optimum results.

### Ethics

The CIPR continued to promote the understanding of ethical issues in professional practice. Work focused on updating guidance on work placements and internships and reinforcing the CIPR Code of Conduct. Additionally, the CIPR worked in association in the PRCA, NUJ and IRS to produce a Media Spamming Charter.

### Social Media

A dedicated social media panel of some of the UK's foremost social media thinkers and contributors was established. Alongside their in-depth work including guidance on advertising standards in social media, they created a series of well attended events known as 'Social Summers' and a monthly live and interactive internet broadcast. (See CIPR TV on page 15)

### Skills guides

The CIPR created new skills guidance on CSR, Financial PR, internal comms, media relations aimed at helping members to work smarter.

### Advice

In 2010 the CIPR sat on a Defra steering committee looking to update its Green Claims Guidance. This newly updated guidance provides advice to business for clear, accurate, relevant and substantiated environmental claims on products, services or in marketing and advertising.

## Research

In August the CIPR issued the results of 'The state of the PR profession' survey in partnership with ComRes. Approximately 2,000 members took part in the survey which showed resilience, with a slight increase in communications budgets. Highlights from the 2010 survey include:

- **Budgetary pressure and the recession** The PR profession's resilience in the face of the economic downturn continued, with the majority of members disagreeing that they are worried about being made redundant (60%) in 2010.
- **Areas of growth** Company performance and reputation management were increasingly important to clients in 2010. The key growth areas were crisis management and online reputation management.
- **Areas of decline** Sponsorship was shown to be experiencing the greatest decline 2010, along with event management.
- **Practitioners in the Boardroom** For the first time, our survey drilled down into practitioner representation at the boardroom table. It revealed that 22% of practitioners surveyed currently hold a board position and 35% of practitioners who are not on the board state there is a communications professional on the board.

## Engaging with Members and the Profession

In 2010, the CIPR focused on proactive engagement with its members, underpinned by the creation of a new Policy & Communications team. This was to ensure the Institute could deliver professional leadership, successfully communicate its viewpoints, services and guidance and importantly, secure input and feedback from practitioners to help shape activities and priorities in support of our three-year strategic plan.

This engagement took the form of new forums and working groups, the launch of new interactive programmes including CIPR TV, a more proactive use of social media to inform, respond and engage, the launch of a new website and ensuring we consistently communicated the Institute's activities. Key topics driving discussion included the launch of new planning and measurement guidance and the CIPR's response to the Advertising Standards Authority's plans to regulate online marketing communications activity, both of which directed members to our guidance.

The outcomes of these activities will be tracked over the course of the three-year plan. Outputs are also tracked, provided by our partner Precise in the form of a quarterly analysis of media coverage and CIPR participation in online conversations.

## Recognising Excellence

The aim of the Institute is to help each member achieve excellence in all of their professional endeavours. In 2010, those who undertook training, participated in events, passed exams, received awards, achieved Chartered status and moved up to a new membership grade each took another step in the achievement of excellence.

### Fellowship

Fellowship is the pinnacle of CIPR membership. Fellows represent those who have demonstrated a long term commitment to Public Relations and to the CIPR and are amongst the institute's longest standing members. The CIPR created 12 new Fellows in 2010: Pictured right, from right to left with Jane Wilson (third right) Henry Gewanter, Elspeth Graham, Paul Mylrea, Miti Ampoma, Matt Tee and Ashley Gibbins. Not pictured:, Lynne Crossan, John Neilson, Joris Minne, Brian Arlow, Una McSorley and Paul Davison.



### Chartered Practitioner

The Chartered Practitioner scheme recognises those senior level practitioners who have made a commitment to the profession and to their own Professional Development. Having conferred Chartered Practitioner status on 28 members and fellows from the very first cohort in 2009, the Institute now enables members to apply at any point in the year, rather than by a specific date. The new ongoing application process kicked-off in summer 2010, with 16 applicants applying and moving through the assessment process during the latter half of the year.

### Accredited Practitioners

In 2010, 73 members achieved Accredited Practitioner status based on evidence of their Continual Professional Development including, for the first time, recognition of 12 CIPR Associate members. Since the Scheme was founded, 297 members have to date achieved Accredited Practitioner status.

### Miti Ampoma FCIPR



I remember clearly the sense of pride and achievement I felt, reading the letter that said I'd been awarded a CIPR Fellowship. As a communication specialist, the one invaluable constant in my career has been the CIPR. It is an honour that my work at the CIPR, including as an Executive Committee member of the Greater London Group, judge for the regional PRide and National Excellence Awards, and member of the Professional Development Committee and Council, as well as my established career, have been recognised in this way – and with clients truly impressed with my CIPR Fellowship, it's a win-win all round!



### Excellence Awards

There were 760 entries in 2010's Excellence Awards. This was fewer than in 2009, but the quality of the entries was sustained. Although more than half of the entries came from London, the others were drawn from across the UK and Europe.

More than 112 finalists and winners were presented with their awards and certificates at the 25th CIPR Excellence Awards dinner, which took place in June at Park Plaza Westminster Bridge Hotel in London. For the first time a special Measurement & Evaluation award was given to the category winner that best illustrated use of evaluation techniques, following the Barcelona Principles.

### PRide Awards

The CIPR PRide awards maintained their leading position in the UK market in 2010, receiving 1,220 entries from all regional groups across the UK, with only a small percentage decrease on the previous year. The West of England Group showed a growth of five per cent and Wales a two percent increase. The PRide award dinners took place across 12 regions and nations in the UK, with over 2,237 dinner guests attending events that showcased the best national and regional campaigns.

Information for the 2011 CIPR PRide awards is online at [www.cipr.co.uk/pride](http://www.cipr.co.uk/pride).

### Medals

Each year, the CIPR president presents two medals. The winner of the President's Medal for 2010 was Shami Chakrabarti, Director of Liberty. Founded in 1966, this award is made annually at the President's sole discretion for exemplary use of communications.



CIPR member.

The winner of the Sir Stephen Tallents Medal for 2010 was Adrian Wheeler, a CIPR Fellow, Chair of the CIPR's Professional Practices Committee and a Partner at Agincourt Communications. Founded in 1984, this medal is awarded by the President in recognition of exceptional achievement in, and contribution to, the development of public relations practice by a

*"It's a real privilege to recognise the achievements and contributions of two outstanding individuals, Shami Chakrabarti and Adrian Wheeler. Shami's ability to engage, communicate and to campaign on behalf of all sections of society is a perfect example of how public relations can be a force for good. Adrian Wheeler is an advocate of best practice, articulate and vocal on issues of quality and conduct. He has given many years of service to the Institute, quietly, effectively and with the belief in how public relations, conducted ethically, can have a positive impact on organisations, individuals and society."*

**Jay O'Connor, CIPR President 2010**

## In Focus

### Diversity Working Group



At the start of 2010 the CIPR was looking at the future of the profession. President Elect Paul Mylrea said that tackling diversity in PR would be a key part of his term and that aside from clear social and business benefits, it was “just the right thing to do”.

Paul and other practitioners began talking about the issue, establishing the remit of a group, defining what was meant by diversity in PR and looking at priorities. From those meetings the nucleus of the Diversity Working Group (DWG) was formed. Made up of PR practitioners both from within the CIPR and without as well as Diversity experts, the DWG was formed to look at three groups who were either under-represented in the industry/senior industry positions, find out why that was and what could be done to change that situation.

Those initial meetings proved invaluable to us as we quickly learned how polarised the subject was with some practitioners feeling the solutions were obvious and felt we were moving too slowly, while others were not convinced that improved diversity was important to the profession or to business.

But at that moment, discussing the issues and keeping it on the profession’s radar was an important initial step. That diversity is still being discussed and that the interest has grown and has taken on other areas of diversity shows that this is not a niche initiative but one that reflects on the industry and impacts on its future.

**Cornelius Alexander FCIPR, *Chairman, Diversity Working Group***

### Social Media Panel



Social media is an opportunity and a challenge for PR, which has the potential to revolutionise professional practice. In 2010 it became a core theme in the CIPR’s three-year strategic plan. I joined the CIPR board to lead the Institute’s efforts in this area and set up the Social Media Panel, to add content to our policy, research and training programmes. The Panel consists of some of the UK’s foremost social media contributors, who ensure our guidance reflects the very best thinking and practice. The Institute is constantly reaching out to practitioners who can offer their insight so that it can guide members and the profession.

2010 saw the start of a series of projects aimed at areas such as online reputation development, convergence in marketing communications and the formation of the social media measurement group. The informal ‘Social Summers’ have proved very popular with members, as has CIPR TV which continues to be a highly interactive channel for debate. There is a strong creative streak in the social media panel which, when combined with the knowledge and experience of its members, is helping put the CIPR at the leading edge of the profession in terms of social media.

**Rob Brown FCIPR, *Chairman, Social Media Panel***

### **Internal Communications**

CIPR Inside's 2010 priorities were making membership more meaningful and engaging, generating more thought leadership and debate around current issues and getting more of our members involved in the committee itself.

On the first priority, we sought to rally our membership around a core purpose, primarily about professionalising Internal Communications and I have been proud to witness the great work of the Institute and PR Academy in launching the IC Certificate and Diploma.



It is also about sharing best practice and learnings – something our innovative programme of events and increased digital presence has been instrumental in driving forward. This helped deliver our second priority of driving thought leadership and debate.

And on the third priority we now have a group of committed and talented colleagues who bring with them a diverse range of skills and experience. I am confident therefore that I am leaving the group in very safe hands!

**Scott Mackenzie MCIPR, *Chairman CIPR Inside***

### **Public Affairs**

The CIPR believes that public affairs is a distinct communications discipline aimed at influencing the public policy debate. Public affairs provide a means of promoting knowledge and understanding and facilitates better debate, policy and law. It also helps to provide a voice for both civil society and the business community. The CIPR provides a solid foundation in the communications skills that underpin public affairs as well as an overall ethical framework that requires transparency and promotes open dialogue.

The CIPR's Government Affairs Group (renamed CIPR PA in 2011) is a superb network of professionals operating across all levels of public affairs activity and throughout 2010, across more than a dozen meetings has come together to discuss issues of the day and to exchange ideas.

Members gained insights from politicians and journalists including FT political editor George Parker.



Most importantly, the Group made a strong contribution to the CIPR's thinking on transparency in public affairs, supporting the establishment of the UK Public Affairs Council (UKPAC) and remains committed to the principle of industry self-regulation. I feel it is important that the industry provides a positive voice in support of legitimate public affairs activity and the CIPR is making strides in that direction.

**Iain Anderson MCIPR, *Chairman, CIPR Government Affairs Group***

## New Ways of Engaging

### CIPR TV

In August the CIPR launched a regular live, interactive broadcast - CIPR TV. Broadcasting on or around the first Wednesday of every month CIPR TV aimed to bring together some of the most engaging and experienced communicators to discuss issues and share practice and thinking on areas such as social media, crisis communications, public sector communications and new measurement standards. Guests in 2010 included Mark Borkowski, Robert Phillips, CEO Edelman UK, Richard Miller, CEO Hill & Knowlton, Barry Leggetter, Executive Director of AMEC and Paul Mylrea, CIPR President Elect.



Paul Mylrea FCIPR on CIPR TV with Philip Sheldrake MCIPR and Stephen Waddington MCIPR

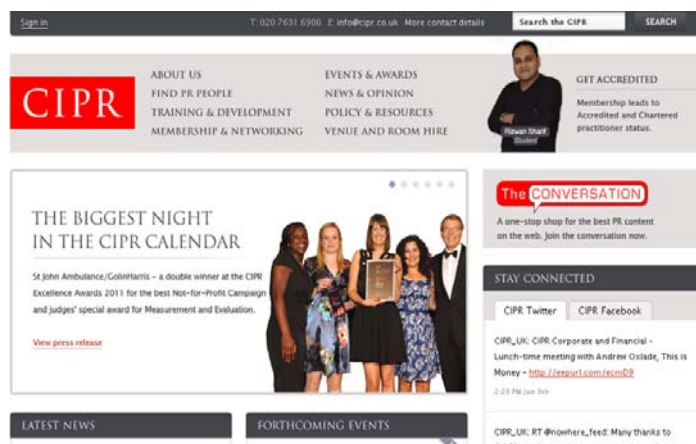
### CIPR.CO.UK

In 2010, the Institute listened to member feedback about our website and embarked on a complete redesign that has produced a new website with clearer signposting of information for members and non-members, online booking and integrated twitter feeds. Further improvements are planned in 2011.

### Events and Roundtables

Roundtable meetings are a further means for the CIPR to engage with members and experts on areas of policy in which a new direction may be needed. In 2010 the Institute held five Roundtable discussions - three on measurement, one on media spamming and the last one on the future of government communications. These enabled us to engage with a range of views and draw on expert knowledge to forge a policy proposal where one was required.

The CIPR held three conferences in 2010 covering digital impact, internal communications and social media. More than 200 people attended these events, hearing speakers from ASDA, E.ON UK, Aviva and British Gas amongst others.



## Partners and Sponsors

### Partners

The CIPR's Partnership programme continued to recognise leading organisations that have shown their commitment both to the profession and to the Institute over the past year.

Partners who renewed their relationship with the CIPR during 2010 are our broadcast partner Markettiers4dc, Media Evaluation Research, the Precise Group in respect of media monitoring, PRWeek, Transport for London, ComRes and Fox Print Services. The CIPR welcomed new partner CrowdControlHQ during the year.

All of these organisations play an active role in their varied ways in contributing to the development of the profession through the services they provide to the CIPR, our members and the profession in general. More detailed information about each of them can be found on our website at [www.cipr.co.uk](http://www.cipr.co.uk)

The logo for PRWeek, with 'PR' in red and 'Week' in grey.The logo for CROWDCONTROLHQ, with 'CROWDCONTROL' in black and 'HQ' in red.The logo for Precise., with 'Precise.' in black.The logo for FOXPRINT, with 'FOXPRINT' in black and yellow, and 'INSPIRED COMMUNICATIONS' in black below it.The logo for markettiers4dc, with a pink power button icon and 'markettiers4dc' in black.

### Sponsors

Many of the events and services the CIPR provides for members and the profession rely on some form of sponsorship to make them more affordable. In the difficult economic climate, we concentrated primarily on sponsorship for our national Excellence and regional PRide awards. Some of this sponsorship was in kind as a result of services provided. The CIPR is extremely grateful to the organisations and partners who continue to support us in this way, particularly Precise as headline sponsor of all twelve PRide Awards dinners.

### PR Job Shop

PR Job Shop, managed for the CIPR by PR Week, continued to grow in 2010, generating income for the Institute. Jobs from across the UK and in all areas of professional practice are included, providing a valuable resource to candidates and employers alike.

## iprovision: The CIPR's Benevolent Fund

iprovision is the CIPR benevolent fund. For over 45 years, it has been supporting members and their immediate families in times of need. iprovision can provide a one-off grant or continuing grants, or, if in exceptional circumstances, interest-free loans to any CIPR member in need. It can also help a close dependent of a member or a dependent of a member who has died. Respite care can also be funded.

At the end of 2010, iprovision had total available funds of £668,942 compared to £560,762 at the end of 2009. Just over £13,000 was spent on benevolence in 2010. This included grants to three members, totalling £5,750. For example, grants were paid to an unemployed member caring for a son with special needs who required regular visits to hospital and a member in need who was unable to work due to illness and periods in hospital.

Additionally, the trustees and the administrator provided support through personal contact to members in difficult circumstances and referred applicants to the Money Advice Trust and other local voluntary or statutory agencies for welfare benefits and debt advice. Unfortunately some applicants have considerable debts, a result of their changed circumstances through illness or disability and much reduced income. With the recruitment of trustees from around the UK, it is hoped that there will be a wider awareness of the Benevolent Fund and that more members facing hardship can be supported.

The trustees set up a dedicated phone line for iprovision in 2008 to make it easier for CIPR members and applicants to contact the fund and its administrator direct. It remains the policy of the trustees to maximise income and existing funds to ensure that funds will be available to support members in hardship now and in future years. iprovision appreciates the continued support of the one in three members who contribute the voluntary £10 donation with their annual membership. Where companies pay for membership of the CIPR, members are encouraged to give a donation to iprovision to help others less fortunate. Many members 'gift aid' their donation, and we are keen to see more members who pay UK income tax do this. Over the last few years CIPR groups have raised money for iprovision at their events or at PRide Award dinners, providing a most welcome addition to funds.

All applications to the Fund are treated confidentially by the trustees, and urgent applications are reviewed in between meetings. The trustees are June Beedham FCIPR, John Brown FCIPR, Beccy Boden-Wilkes ACIPR, Gill Dandy FCIPR, Marc Evans FCIPR, Pat Gaudin FCIPR, Janet Hildreth FCIPR, Keith Johnston MCIPR, Peter Quigley FCIPR and Stuart Render FCIPR. At the trustees meeting in February 2010, John Brown was unanimously elected as chair. The trustees thanked June Beedham for her long commitment to iprovision and for her service as Chair and Vice-Chair. They also thanked John Aspery FCIPR, a Past President of the Institute and Janet Hildreth, who both retired in December 2009 after 10 years' dedicated service as trustees.

If you know of any member who is facing hardship, please suggest they contact Jane Wharam, Administrator at iprovision on 020 8114 5536 or email [administrator@iprovision.org.uk](mailto:administrator@iprovision.org.uk). An application form and details about the Fund are also on the CIPR website at [www.cipr.co.uk/iprovision](http://www.cipr.co.uk/iprovision).

A full separate full 2009 financial report for iprovision is published on the CIPR website at [www.cipr.co.uk/iprovisionaccounts](http://www.cipr.co.uk/iprovisionaccounts).

**Notes:**

**Chartered Institute of Public Relations  
52-53 Russell Square  
London  
WC1B 4HP**

**Tel: 020 7631 6900  
Email: [info@cipr.co.uk](mailto:info@cipr.co.uk)  
[www.cipr.co.uk](http://www.cipr.co.uk)  
Follow us on Twitter: [@CIPR\\_UK](https://twitter.com/CIPR_UK)**