

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

70 YEARS 1948
2018

CIPR President's Report

Q4 2018



PROFESSIONAL
STANDARDS
—
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Introduction

In this very special 70th anniversary year I've had the privilege of taking the helm at the CIPR, leading its Board, Council and large volunteer network. We've had a great year with the number of new members joining at MCIPR level up by 12%. There are three things that the last twelve months as President have really reinforced to me.

#1 Volunteers are generous people

The Institute has a small team of around 30 people and is reliant on the support of its national, regional and sectoral groups to engage with members and deliver activity.

It takes no small commitment; everyone has busy jobs, lives and family commitments. That generosity of spirit where people give their time and expertise to help their professional organisation and industry thrive deserves to be acknowledged.

#2 Lead with purpose

If there is one thing I've learned, it's this: If you lead with purpose and passion, people will unite behind you. Too often people seek positions of power for personal gain. Do what's right for everyone and it's amazing where teamwork will take you.

This year the over-arching goal was to reassert public relations as a strategic management function and to educate the business community about the role we play in organisational success.

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It has resonated deeply with members and has a benefit for all public relations professionals. What makes this powerful is that practitioners have adopted the CIPR's rallying cry and are upskilling appropriately, taking pride in their work and also working with business to spread the message.

Change takes time but the journey is underway.

My thanks go to everyone who has worked hard to support this goal and deliver the CIPR's most ambitious plan to date. I'd especially like to recognise the efforts of the CIPR team, who have been exceptional in delivering against the backdrop of an office move.

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#3 We aren't yet an established profession

One of the hallmarks of a profession is a commitment to continuing professional development (CPD). As such, the CIPR must encourage members, wherever they are in their career, to make this a priority.

Time served is not the equivalent of the appropriate training and qualifications, especially in an industry that evolves constantly.

Barriers to entry are a clear hallmark of a profession so when CPD finally becomes mandatory, we'll have come of age. This is my biggest wish for the CIPR as it moves into its next seventy years.

The highlights so far

Here are your highlights from October to December

Since publishing [your plan in January](#), the [first quarterly report](#) at the end of March, the [second in June](#), and the [third in September](#), this is the progress we have made aligned to our Charter commitments.

In representing member interests, we have:

- Hosted a sell-out [CIPR National Conference](#) on the theme of accountable leadership and social purpose at which Josh Hardie, CBI deputy director-general and Richard Walker, managing director of Iceland, spoke.
- Introduced the latest [#PRpays](#) interview with Energy UK Chief Executive Lawrence Slade.
- Continued to produce our monthly [Brexit advisory reports](#).
- Welcomed the CBI's '[Everyone's Business Tracker](#)' report tracking public attitudes toward business.
- Worked with the FSB by cross-promoting membership offers and collaborating on editorial opportunities for 2019.
- Published '[An Introduction to Energy PR](#)' by the CIPR's Energy Leadership Platform.
- Commented in the media on topics ranging from [the impact of post-Brexit immigration on PR](#), to [the overtime epidemic](#) and [the ethnicity pay gap](#).
- The newly formed Fellows' Forum is busy picking up on the interest in mentoring and a series of events, including a Masterclass, will take place early in 2019. A campaign to celebrate our Fellows and encourage more nominations will take place next spring and there will be news soon of a Fellows' event in Northern Ireland.

In promoting the research, study and development of the practice of public relations, we have:

- Launched our [2018-19 State of the Profession survey](#).
- Continued our popular 'I am Chartered' campaign aimed at encouraging more members to develop professionally and increase their career and earning potential. Are you ready to [#GetChartered?](#)
- Developed a crowdsourced tool website – through our [#AlinPR](#) panel – for practitioners, and launched a literature review to explore the impact of AI on professions.

Look out for a campaign to celebrate our Fellows and encourage more nominations next Spring

In co-operating with other bodies to advance the objectives of the Institute, we have:

- Taken part in a Debating Society event at the House of Commons, successfully arguing against the motion that 'Business best serves society by focusing on its bottom line'.
- Continued our collaboration with **Career Ready**, partnered by the PRCA, and supported Career Ready's outreach in the North West.
- Started discussions with the PRCA about a joint Northern Conference for 2019.
- Promoted and supported **iprovision**, the charity for CIPR members in need.
- Delivered a presentation on PR and organisational purpose to the North East Institute for Business Ethics.

To promote knowledge and understanding of issues affecting the practice of public relations we have:

- Launched our **Platinum** publication as part of the 70th anniversary celebrations, showcasing excellence in public relations.
- Introduced an exclusive discount for our female Chartered practitioners on an In Touch Networks **Confident Woman Director** course designed to meet the needs of high-achieving women.
- Run the first of our new **Level 5 leadership and management course** for CIPR Fellows and Chartered Practitioners. You can [read my blog](#) about it here.
- Presented at Leeds Trinity's Journalism and Media Week on 'How **Malcolm Tucker and Max Clifford have committed the greatest PR fraud of our time**' to show how popular culture misrepresents what we do.
- Welcomed Maria Miller MP who addressed the **issue of workplace diversity** at an event organised by the CIPR's Diversity and Inclusivity Forum.

In recognising and celebrating some of the leaders among us, we have:

- Announced our very special **70 at 70**, the members among us who have made an outstanding contribution to the CIPR.
- Recognised the talent in our ranks through the regional and national PRide Awards.
- Revealed the winners of the CIPR **Education and Journalism Awards**.
- Celebrated a **new cohort of Chartered practitioners**.
- Seen the CIPR's own Influence magazine win prestigious awards at the **Association Excellence Awards** and the **International Content Marketing Association Awards**.

The **office move has now taken place** and the CIPR will work from serviced offices for the next twelve months until we find a new location that best reflects the modern and dynamic member-focused CIPR of today.

Meet our
70 at 70 online
at cipr.co.uk/70

Meet the Board

In Meet the Board you get to hear what the priorities are for your elected directors.

John Wilkinson Chart.PR, FCIPR



The work of the CIPR to deeply embed professionalism, ethics and life-long learning into the practice of public relations has never been more important. We need to prepare for the economic, social and cultural changes ahead and be ready to help business, civil society and communities alike to come to terms with that new landscape. If we are truly about influencing opinions and behaviours, I'd say we've got an important job to do and we better be ready.

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Your standing committee, sectoral and group chair top line reports

We have a superb team at the CIPR supported by a dedicated cohort of volunteers. Here is a roundup of what your standing committees and groups have achieved on your behalf over this final quarter.

Profession Practices Committee (PPC)

- PCC has overhauled the CIPR's complaints process and has completed a series of appointments to the Professional Standards Panel – which initially hears any complaints – and to the Appeals Panel. We have also appointed a new Arbiter.
- Our long-serving Regulatory Consultant, Martin Horrox, is retiring in the New Year and we thank him for his service to the Institute and our members. Martin acted as a vital advisor to both complainants and our members and will be a tough act to follow.
- The work to overhaul the Skills Guides and Best Practice guides continues, and plans are taking shape to strengthen the Ethics Festival concept and provide even more support tools.

Policy and Communications Committee (PCC)

- PCC met with the founders of the 'Apology Clause' and is planning on hosting a roundtable discussion on it in early 2019. The apology clause – part of the Compensation Act 2006 – makes it clear organisations can apologise without admitting liability.
- Committee member Jon White published the first in a series of articles on fake news and disinformation.
- Committee chair Stuart Bruce commented in a CIPR statement on changes to IR35 and its impact on independent public relations practitioners.

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Diversity and Inclusion Forum (DIF)

DIF hosted a successful event exploring practical ways to address the lack of diversity in the workplace featuring Maria Miller MP, Chair of the Women and Equalities Select Committee, and Transport for London's Head of Media, Victoria Harrison-Cook.

Chair Avril Lee was asked to comment on a PR Week article on proposals to introduce ethnic pay gap reporting. She welcomed the proposals as a positive step forward commenting that *"the pay gap facing BAME PR professionals is wholly unacceptable"* and added *"lower levels of pay for ethnic minorities are a symptom of our industry's failure to embrace diversity and inclusion."*

iprovision update

- iprovision collaborated with CIPR groups at PRide events – fundraising and awareness raising through a fun casino, raffles and the presentation of awards.
- iprovision was delighted to be included in the *Platinum* book (Chapter 18), offering a brief history of the benevolent fund and how it has developed over time.
- It's the time of year when some Trustees' terms come to an end so a recruitment process has been in place with a view to new Trustees being appointed by 1 January 2019.
- The annual Christmas appeal is out – aimed particularly at members who perhaps don't give with their annual subscription – with the message that it's very easy to donate. [More here](#). Anything you can give is much appreciated and will help members, past and present, in need.

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