



Notice of Annual General Meeting

The Annual General Meeting of the
North West Group of the Chartered Institute of Public Relations will be held on

TUESDAY 24 APRIL 2018 at 6.15 PM

at Manchester Metropolitan University Business School,
All Saints Campus, Manchester M15 6BH

to consider the following agenda:

- 1 To receive apologies for absence
- 2 To approve the minutes of the Annual General Meeting held on 9 March 2017 (copies will be available at the meeting)
- 3 To consider the Chair's report
- 4 To consider the Treasurer's report
- 5 To elect the committee for the forthcoming year
(see the attached list of committee members standing for election)
- 6 To consider plans for the coming year
- 7 To consider any other business (items to be notified in advance)

By order of the Committee

Abi Owers

Secretary
26 March 2018



Proposed CIPR North West Group Committee for 2018/19

Below are the names of committee members standing for election. If you wish to nominate anyone else for election onto the committee for any of these posts, or to offer an item for the agenda, please advise the Secretary, Abi Owers, via e-mail at ciprnw@admin-answers.co.uk at least **seven days prior** to the AGM taking place.

Executive committee:

Hayley James - Chair
Anthony Bullick - Vice Chair
Abi Owers - Secretary
Anthony Bullick - Treasurer

Existing committee members standing for re-election:

Bridget Batty
Jeni Beattie
Amanda Coleman
Lee Cullen
Carl Hudspith
Amanda Jackson
Nicole Kenny
Mel Powell

Additional committee members to be co-opted:

Bridget Aherne
Wendy Moran
Elena Sanda
Emma Warburton

Refreshments and a light buffet will be available after the AGM. The AGM will also be followed by an event (free for CIPR members) on understanding the impact of PR on sales and SEO.

To attend the AGM and/or the event, please book online at <https://bit.ly/2GCVYrk> (AGM) and <https://bit.ly/2HcSfSK> (PR, Sales and SEO event). Links to nearby car parks are given on the booking page. For more information please email Linda O'Neil, CIPR NW Administrator, at ciprnw@admin-answers.co.uk.

The CIPR NW Group welcomes practitioners who actively contribute. Typically this involves attending monthly progress meetings, generating ideas, putting together interesting member events and sourcing speakers, contributing to a successful PRide Awards event for the region and helping with membership development.

Members are welcome to attend committee meetings to see if they wish to become actively involved, and new committee members may be co-opted during the year. The committee minutes are posted in the [North West Group section of the CIPR website](#).



Understanding the Impact of PR on Sales and SEO

WEDNESDAY 24 APRIL 2018 at 7.15 PM
at Manchester Metropolitan University Business School,
All Saints Campus, Manchester M15 6BH

Join us after this year's AGM to talk about the evolving measurement landscape and how PR has earned its measurement moment alongside other digital channels.

Are you looking for ways to attribute PR activity to SEO and sales? Would you like to be able to quantify earned media in the same way other digital channels can be measured?

Would you like to have a better understanding of how to gain links in your PR coverage to aid your client or organisation's SEO?

Join us after this year's AGM to talk about the evolving measurement landscape and how PR has earned its measurement moment alongside other digital channels.

Colin Kelly, media trainer and journalist with 15 years' experience, will open the session to talk about ways to achieve links in media coverage to support SEO.

Gerard McNamara, Vice President of Trendkite, will follow Colin's session to talk about how digital attribution works and how measurement has evolved from being output-driven to outcome-driven. The ability to attribute sales success provides CMOs with the opportunity to allocate confidently greater levels of investment to PR, for building brands through to driving revenue.

Gerard will also talk about ways to prove real ROI on your SEO efforts.

If you are interested in understanding how you can attribute greater outcomes to PR, we would love to see you there. Join us for an enjoyable and interesting evening with fellow CIPR members and industry friends.

Colin Kelly is also running our [Digital Media Relations](#) course on Wednesday 25 April at the Hilton Doubletree in Manchester. This one-day workshop will take you inside today's newsroom to explore new and emerging news-gathering techniques.

This event is aimed at CIPR members and non-members alike. If you are signed up to the CIPR's CPD (Continuing Professional Development) scheme, it will contribute 5 points.

Tickets for the event are free to CIPR members but must still be booked. The cost to non-members is £20 + VAT during the 'early bird' period up to Friday 20 April, and then will cost £30 + VAT. To book for the event go to <https://bit.ly/2HcSfSK>.

(Please note: this event follows the CIPR North West Group AGM, which can be booked via <https://bit.ly/2GCVYrk>). Refreshments and a light buffet will be served.

For any queries, **please e-mail Linda O'Neil**, CIPR NW Group's administrator, at ciprnw@admin-answers.co.uk.