

President-Elect

Jenni Field

I feel strongly that everything CIPR does should be to the benefit of members and it should become the body that sets the standard for PR in all disciplines – public affairs, internal communications and marketing communications to name a few. I believe I could help make that happen.

It should be the body for all practitioners at every level – understanding the changing environment practitioners operate in and how PR has a role to play in organisational leadership.

I have been a volunteer with CIPR since 2012 and believe that I have the passion and drive to help the Institute succeed with its three-year strategy linked to its Charter. My involvement with CIPR stems from a strong belief in professional development and helping people be the best they can be as a communication/PR professional.

If elected, my commitment is:

To grow membership and increase volunteer engagement

As a specialist in internal communication I believe our volunteers are our biggest asset. We have over 300 of them and they work tirelessly to ensure members have events, resources and experts at their fingertips. I want to explore how CIPR can take this further to recognise and engage volunteers while investigating how we give members everywhere the same experience with the same fundamental access to training and resources.

To improve the understanding of PR as a strategic function

I believe that those working in PR and all the specialisms within it should be strategic advisors. We know from research that many are trying to be the coach/advisor and business leaders are often closing the door on the conversation. Our need to get out into business and work with industry bodies to help them understand how we can help organisations thrive has never been greater.

To have a training and development programme for everyone

Having served on the Professional Development and Membership Committee for over three years (and now as Chair) I believe there is more we can do to support the senior practitioners in our field. The recent changes to Chartership have demonstrated how we can make changes to meet the needs of our members but there is more to do to explore the content and format of what CIPR offers.

I have over 13 years' experience in communications. Working at Director level for a global pharmaceutical company, I have also worked in the public sector, defence, advertising and retail and hospitality industries.

I have set up global communications functions, specialised in media relations and internal

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communication and steered companies through major change programmes, digital adoption challenges and streamlining their PR efforts for the best results. I am a Board Director for CIPR and support them on their Council as well as chairing the Professional Development and Membership Committee and the dedicated internal communications group CIPR Inside.

I'm an active member of the communications industry supporting events by speaking on panels, presenting case studies and supporting those trying to make a difference to people's careers.

Nations

1. Scotland

Jenifer Stirton

- A CIPR member for 18 years and a Fellow since 2008
- An Accredited Practitioner
- CIPR Scotland Committee member and chair 2005-2009, 2016-present
- Vice chair CIPR Scotland 2014 and 2015
- CIPR Council 2008-12, 2015-2017
- Board member 2008-2012
- Honorary Treasurer 2011
- Board level Director of Communications for over 15 years

I passionately believe that CIPR should be lead by the members for the members and that we must be open in everything we do. Constantly evolving and enhancing our membership offer is key, as is communicating the value of membership to the wider industry. Widening access to training and professional development across all the regions, nations and sector groups forms a key part of that and has been something I've campaigned on for years.

I supported Sarah Hall in the election for President and indeed CIPR Scotland has already started to deliver on the initiatives she has put in place. It is exciting and reenergising to see a return to our Charter principles and to have these used to influence government and business.

However I believe that it is crucial that Council and Board deliver on the areas and issues that are important to members. We are a membership organisation and for too long now members have not been party to discussions and decisions that affect them. Equally, there have been times when even Council were not aware of discussion and decisions at Board level. I am committed to see that change and as a critical friend will fight for that transparency and greater engagement.

If elected I will:

- Actively contribute to discussions and decisions to ensure the UK wide membership perspective is understood but particularly the issues affecting Scotland membership
- Robustly promote and defend CIPR Scotland's position
- Report back to Scotland Committee on Council and Board issues
- Listen to members' views and ensure they have a voice at national level
- Work to address issues of inequality and accessibility
- Work to make membership meaningful for all members
- Continue to be passionate about driving change and excellence in our industry and be an advocate for the CIPR and all it stands for

2. Wales

Laurian Hubbard

I am a senior communications professional with over ten years' experience working across organisations in both the private and public sectors. These have included roles in Australia – where I experienced public service on a global level, Cardiff Council – where I delivered communications directly to local citizens and the Chambers of Commerce where I worked with the commercial business sector, leading on 'b2b' stakeholder engagement. I have also worked in the UK Government Cabinet Office and worked with colleagues across Whitehall in Treasury, the Foreign and Commonwealth Office and No.10.

I take pride in my personal development and this is an area I am very passionate in sharing and helping others. As a qualified coach and mentor I have helped support and develop a number of individuals achieve their goals and aspirations. As a Chartered PR Practitioner I am regularly asked to talk to teams and at events to share my knowledge, skills and best practice – more recently delivering a keynote speech on 'delivering change through communications' at the 2018 Public Sector Conference.

I also utilise my experience and expertise to volunteer on both the CIPR Cymru and Comms Cymru committees in Wales. On the CIPR Cymru Committee I play an active role in professional development and am the Chartered Champion for Wales, currently working on delivering a second Chartered Assessment day for PR professionals in Wales. I also sit on the Women's Network steering group in Welsh Government and take equality and diversity very seriously.

My experience over the years has enabled me to achieve my current position in Welsh Government. As the Head of Brexit Communications in Wales, my role is the first of its type - in terms of having a complete oversight across all government communicators on a cross-cutting subject. In turn, this ensures the Welsh Government's approach to Brexit is met with consistency in its strategy, messaging and outputs. My role is to challenge, shape and develop Brexit communications and I feel this experience over the last two years alone, particularly when influencing senior leaders, will certainly help support and shape the future of the CIPR.

I hope that the above has demonstrated my ability to be able to take up a role as a CIPR Council Member and I very much look forward to the challenge and opportunities a role like this can provide.

Regional

1. North West

Hayley James

In 2017 I stood for election to the CIPR Council, stating my focus was accessibility, professionalism and engagement. Thank you to everyone who gave me the opportunity to do just that.

During my time on Council these are all areas I've championed and influenced. Standing for election this time my focus is on continuing to be a strong voice for all members in all regions, and getting more actively involved in the areas mentioned below.

Professionalism

I've supported our President with her vision, have advocated CPD and Chartership, and have continued to champion professionalism and accessibility through Chairing the CIPR North West Committee.

My eyes have regularly been opened by how little we recognise our impact as strategic advisors – this for me is part of the wider issue PR faces. Professionalism, being qualified, being accredited and having access to a wide range of CPD at a range of levels is what the CIPR can offer and needs to be more vocal about to its members. If we lack confidence as professionals we'll never gain the confidence of those we work for and with. As members we need to have relevant tools at our disposal. That is the MCIPR difference.

Accessibility

CIPR tells us 'membership means more'. I wholeheartedly believe this, and by being elected I want to ensure every member – regardless of resources in their own organisation or area of work – can easily access relevant CPD through CIPR to enhance their professional practice and be rightly confident of their ability to be a strategic communicator.

I still believe there are huge gaps in the way PR looks and sounds, and I also want to use my position on Council to support changes to this.

Communication

I want to champion the use of digital resources, continue to encourage wider engagement with regions, and most importantly, continue to support CIPR in communicating to members. As PR professionals we have high standards when it comes to how we're engaged with. As a member of Council I want to be the voice of regional members and also influence the communication agenda so every member feels connected to our professional body and is engaged in its work – this will unlock the huge potential members, and the CIPR has to really move PR on as a profession.

I've been a member since 2007, and have been involved in CIPR North West nearly as long. This year I'll be stepping aside as Chair of the North West – I want to use my experience on the North West Committee to provide insight to CIPR so it continues to make decisions in the interests of all members.

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In summary, voting for me means voting for a proud advocate of PR practitioners in regions, someone who recognises the constraints many of us face in accessing resources to help our CPD, a champion of regional diversity and access to careers in PR, and for someone who believes in the value of membership and wants to continue to unlock our collective potential.

2. North East

Chris Taylor

Strategy. Leadership. Ethics. These are the cornerstones of the CIPR's new-look chartership assessment day. I can't think of three better words to sum up what the CIPR must focus on for the next two years.

Strategy – I'm a huge supporter of the drive to position PR as a strategic management function – otherwise the robots will take our jobs. Our skills are in demand, but never has there been more people (or machines) who think they can 'do PR'.

Leadership – we're suffering from a lack of effective leadership in public life. Now that 'the experts' are fighting back, the CIPR has a real opportunity to carve out a position for the UK as an international centre of excellence for the PR profession with the CIPR at its heart.

Ethics – the CIPR has always led the way in promoting ethical standards. We need to maintain that by continuing the drive to professionalism. Truth, transparency and authenticity have never been more important or more challenged and our profession has to lead the way.

Our core commitment remains the same – PR is the discipline that looks after reputation. That means speaking truth to power, saying the unsayable and always using our eyes and ears to understand before opening our mouths to give professional advice.

If I am elected to Council I will:

- ensure the CIPR keeps its focus on professionalism, making a modern, meaningful and responsive CPD system at the core of our work.
- support the leadership team whilst ensuring that the needs of ordinary members remain at the heart of the CIPR's mission
- help ensure the CIPR maintains its high ethical standards in a challenging and fast-moving environment
- ensure a strong voice for regional and sectoral groups.

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To become a predominantly chartered profession we must engage with decision makers and people outside of the industry to showcase the value that PR, and CIPR members in particular, bring to society.

We're getting there – we're increasing the numbers of people doing CPD, becoming accredited and, crucially, getting chartered status, every year.

I'm a Chartered Practitioner (if you're thinking of doing it – go for it and #getchartered). I fell into the CIPR family 14 (gulp!) years ago because my new boss told me it was a good idea – he was right.

Since then I've been Chair of the North East group for three years, and been a Council member for the past eight. For the past two years I've also played an active role on the Professional Development and Membership Committee.

As for my day job, that is Managing Director of DTW – we're a strategic PR consultancy based in the north of England working in the infrastructure, public sector and membership organisation sectors. If you want to know more about me catch up with me on twitter @dtwchris.

It's 14 years since I joined the CIPR. The world has changed a lot since then. As CIPR members we need to lead the way and set high professional standards. I'd like to continue to play my part.

3. Yorkshire and Lincolnshire

Gary Taylor

Hello, and thanks for reading this far.

For those of you who don't know me, I'm currently Treasurer of CIPR Yorkshire & Lincolnshire, having formerly been Chair, Deputy Chair and Secretary since joining the Group in 2010. I've previously been on Council and a member of the Professional Development and Membership Committee, and I'm now an iprovision trustee.

I'm a Chartered PR Practitioner – you may have seen my face in the current campaign – and I've just completed my 15th straight CPD cycle. So it's fair to say I'm signed up to the idea of PR as a profession and the value of a proactive professional body.

I believe that if we are to progress further as a strategic, ethical public relations profession the Chartered Institute needs to position itself better locally as the voice of our profession and of the professional practitioner. It needs to demonstrate the benefits of membership and widen participation; it needs to work harder to convert student members into full members, to retain the members it has and demonstrate the value of membership to non-members.

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A lot of work is already happening on this, but I still meet people – members – who don't know how CPD works or how they can accumulate CPD points each year to become Accredited Practitioners. They don't realise that they can become chartered. And they often don't know about iprovision, the work we do and how we can help members in times of need.

This is where our local groups come in. We are closer to the members, agencies, large employers, universities and students, after all; putting a local face to national policies, supporting new entrants to the profession and senior practitioners alike. We need Groups to feel empowered to organise and deliver high-quality, cost-effective training and workshops, so that our expertise is the first calling point for members and non-members alike, raising the profile and enhancing the reputation of the Chartered Institute.

But we also need our Groups – run, remember, by unpaid volunteers – to be properly underpinned and supported by the London team so that they can help deliver those national policies. And we need to encourage greater participation on committees by members by demonstrating how that participation benefits those individuals and the wider PR community. The regions are more than PRide.

If you feel the same way, then I hope you will consider casting your vote for me in this election.

4. Greater London

Nicola Brown

Please vote for me for CIPR Council, as the Greater London Group (GLG) committee's candidate.

I have served the GLG as a committee member for the past two years, and pledge to represent London-based members strongly at a national level.

I believe passionately in learning, sharing and supporting, and have always invested in my development, my professional networks, and the development of others. I hold the CIPR Diploma, have been a committee member of the East Anglia group and am a current committee member of the GLG. I manage the GLG's social media channels, have re-introduced the annual pub quiz and am organising a panel discussion on diversity in PR which will take place at Cision's CommsCon in October.

Public relations is a strategic management discipline. However, although this view is shared by my PR colleagues, it is not always understood by the non-PR community. I support President Elect Emma Leech's priority to improve the profile of our industry, and believe that this needs to extend beyond our own networks. I want my next taxi driver or fellow train passenger to understand what PR is and its place in today's society.

As a Council member, I would work with the industry to highlight the outcomes of good PR in order to demonstrate the breadth and value of the profession. In turn, I believe this will bring a sense of earned pride and encourage more great thinkers to PR, either as a career or as a valued addition to the start of business planning.

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If I am elected to CIPR Council I will:

1. Press for a public-facing campaign, using everything in our toolkit to show the non-PR community where PR has made a difference.
2. Push to expand the professionalism of PR, detailing how it improves organisational performance.
3. Work with PR colleagues who are not a part of CIPR to both promote membership of this professional body and to enhance partnership working.

I started my career in journalism, moving from work experience to newspaper editor in five years. I transferred to PR, initially in agency for a number of NHS organisations and then subsequently as Head of Communications for two successive mental health NHS Trusts. I was external relations director for a scientific research institute prior to my current role as Head of PR and Communications for BMI Healthcare, the UK's largest network of private hospitals. Here, I oversee consumer health PR, issues/crisis PR, press office, corporate communications and internal communications for our corporate centres and our 58 hospitals and clinics. I work in a small in-house team on a national level with a remit to support and guide the hospitals' sales and marketing teams with local proactive PR.

Please give me one of your votes in the CIPR Council election.

Sectoral

1. Andrew Bartlett

I am serving as the STEM Group representative on the current council and the group committee has asked me to stand for re-election.

Now, approaching my 29th year in PR, I am director of science and engineering practice at TopLine Comms, a London-based consultancy.

I started life as a research engineer in the automotive industry, becoming a Chartered Engineer, before making a career change to start at the bottom again in PR. After completing the CAM Foundation certificate and diploma I became a full member of the CIPR in 1992.

I was a founder committee member of the reformed STEM Group in 2003. I was proud to serve the Group as Chair and I have continued as committee member.

Professional development is a main focus for both myself and my colleagues. I achieved Chartered status in 2016.

In my time on council I have regularly attended meetings and I am also a member of the Professional Practice Committee (PPC). For me, ethics is an integral element of being a PR professional. I am very pleased that the CIPR is maintaining its momentum in this area, with initiatives such as ethics month and the inclusion of a mandatory element in CPD.

My other main professional interest is in measurement. I am particularly keen to promote a rigorous approach that demonstrates that PR can deliver real business value by helping to achieve tangible outcomes.

If re-elected I look forward to continuing to provide a voice on council for people working in the STEM sector.

2. Michael Blowers

I have been a member of the CIPR since 2005 and completed the CIPR Diploma in 2007. I have sat on Council for the past 2 years and participated in the following Task and Finish Groups:

- - The Measurement Group is currently active within the Professional Practices Committee where it has been updating the CIPR professional guidance document, particularly where it related to the use of AVE's by members.
- Updating and adding to the CIPR's Skills and Best Practice guides (part of the activities of the Professional Development and Membership Committee). I have been responsible for updating the Skills and Best Practice Guides relevant to measurement. I have also worked

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on the guide to hiring PR agencies and independent practitioners, recruiting PR help to your organisation and the guide to environmental sustainability in PR.

I have been involved media evaluation and measurement for over twenty years and am a Fellow of AMEC (International Association for Measurement and Evaluation of Communication). Over the past ten years I have run Media Evaluation Research, an agency specialising in the measurement of PR strategies and outcomes.

3. Dan Gerrella

It feels that we are in a significant moment for PR. The role is under increased scrutiny with high profile examples of unethical behaviour, fake news, and questions over the future of PR due to changes in technology and media fragmentation.

In the CIPR's 70th year, now is the time to strengthen our position and prepare for the future. There has been a noticeable change in the CIPR under Sarah Hall's presidency. The CIPR is partnering with key bodies, raising its profile and developing a growing body of research and insight.

It is an exciting time, but there is more that can be done. I am standing for council because I feel I have the skills and enthusiasm to continue and build upon this progress, and help deliver against the CIPR's 3-year strategic framework.

I am a strong believer that PR needs to take itself more seriously to be properly defined as a profession. We need to become more diverse, commit to learning and focus more on strategy, ethics and responsibility, not just tactics. This will help us to take the steps towards leadership within the businesses we advise.

If elected, I will focus on:

- Promoting the route to Chartership and the benefits for members and employers
- Improving diversity so that we better understand and represent our audiences
- Supporting the development of sector and business focused training and guidance
- Investigating options for partnerships and events beyond the CIPR (both in the UK and overseas)

This will be with the overall aim of growing the membership and ensuring that employers recognise it as a mark of distinction.

Supporting the CIPR

I am a passionate supporter of the CIPR. I have been a committee member of CAPSIG for five years. During that time, I have been secretary and vice-chair, helping to deliver a number of member events as well as research. I have just been appointed chair.

Other CIPR activities have included judging the PR Excellence Awards and contributing to focus groups and thought leadership. This includes a chapter for Platinum, a book celebrating 70 years of the CIPR, which will be published soon.

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As well as logging formal CPD for the last seven years, I have completed the CIPR Diploma and achieved Chartered status.

About me

I have spent my career working in property and professional services. I have worked in-house and in agency and have a deep understanding of the construction and infrastructure sector, working for organisations including developers, funders, consultants and designers. I have also worked for complementary organisations including law firms, accountancy practices and membership bodies.

I have developed and delivered communication strategies for a range of international markets and in sectors including retail, commercial, leisure, education and residential. I have experience working on internal engagement programmes, brand repositioning and large stakeholder consultation projects.

My current role is Head of Communications APAC for international architecture and urbanism practice Broadway Malyan.

4. Mandy Pearse

I am proud to have been a public sector communicator for over 20 years. The majority of that time has been spent in-house but I also spent a number of years as a consultant working with a wide range of public, third and private sector organisations which helped me bring new perspectives to my work.

I have spent over five years working as a trainer helping PR leaders and their staff develop their communications skills across a range of topics including leadership, engagement, media relations, web and digital, and social media.

I have been a member of the Local Public Services Group for the last seven years and have served as Vice Chair as well as currently being Chair of the group. I have also served on the CIPR Council and on the CIPR Policy and Campaigns Committee.

I have judged the CIPR Excellence Awards, spoken at CIPR conferences and run events for both my sectoral and regional committees. I volunteer my time to help ensure CIPR thrives as a membership organisation run by and for its members.

If I am successful in being elected as one of the sectoral group candidates I will continue to champion the role public sector communicators play in our industry. I believe we undertake some of the most difficult PR work in an increasingly politically charged sector.

Public sector members have to be multi-skilled to a level rarely found in other sectors and therefore it is really important that the training offer CIPR makes is relevant. Equally we work in some of the most financially challenging circumstances so it is critical that value for money is at the forefront of CIPR's thinking whether it is for events, training or networking.

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I value the regional dimension of CIPR acknowledging that we are a national membership body which has the majority of its members outside London. I have always championed the work of practitioners in the regions and nations and the importance of ensuring events, training and conferences take place across the UK. I am based in the far South West so understand just how important access to professional development is for those in more remote areas.

I pledge that if elected I will commit to:

1. Represent the needs of public sector communicators
2. Speak up for a truly UK-wide approach where the contribution of practitioners in regions and nations is acknowledged
3. Promote ethical practice in the PR industry
4. Deliver continuous professional development that meets the needs of practitioners throughout their career
5. Champion the use of data and analytics so we are a truly evidence-based profession.

I would kindly ask that CIPR members consider casting their vote for me.

5. Andras Sztaniszlav

CIPR International is one of the biggest groups within the organisation. As around half of our members work outside the UK, we have a dual role to play:

- To channel international trends and intercultural challenges as well as introducing interesting and fresh solutions to the UK market
- To share the high standards and education developed by CIPR with our members (via CPD and other education and training programmes) who work in global roles both in the UK and around the 80 countries where our members work.

I am honoured that CIPR International is supporting my candidature for Council.

I joined the Institute five years ago: first, as a Global Affiliate, then as a Full Member. I have served on the International committee since joining the CIPR and was elected Vice Chair for the International Group last year. I have supported the expansion of the CIPR network in many countries (Hungary, Switzerland, Mauritius and recently in Uganda) and have been an Accredited Practitioner for two years. My aim is to attain Chartered status in 2019.

In my view, two challenges lie ahead in our profession:

- The practice of PR has divided into strategic counselling (reputation and stakeholder management) and creative storytelling (marketing, branding, sales support).
- In the evolving world of political manipulation, fake news and media, it is more and more challenging to work in an ethical way

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Both challenges call for high quality operations and the CIPR should take on a global role in this process. It is important that both junior and senior PR practitioners have high ethical standards and fresh professional skills. It is also vital that marketing, HR, sales and business management people understand PR better. In order to achieve this, we need to get closer to other management disciplines and one effective way to achieve this would be to include a professional ethical standards module in MBAs and business degrees.

If elected I believe I could offer a strong contribution three areas,

- Promoting digital solutions (ie: planning and evaluating based on data, promoting benefits of digital services and platforms)
- Improving communication with members (ie frequency and diversity of tools and channels)
- Promoting the learning and development policies of the CIPR.

I believe my election would bring more diversity to Council, fresh new ideas and perspectives and strong international relations.

I would be honoured to serve our community as Council member.

6. Alison Tobin

I joined the CIPR as a student member in 1999 while studying for my MA in Public Relations at Manchester Metropolitan University. I joined the CIPR Education and Skills Group in 2011 and have been an active member of the committee holding the posts of Events Promotions Officer, Secretary, and Vice- Chair before being elected as Chair in February 2017.

I believe it is important that the CIPR listens to its members and provides them with the professional support that they require. During the summer the Education and Skills Group undertook a survey about how it could help its members with their continuing professional development. These results are now being used to shape future events and resource provision to group members. If elected to Council listening to members and ensuring that the CIPR is providing them with accessible and affordable CPD support will be a priority for me.

I am a Chartered Practitioner and a passionate advocate of continuing professional development. I believe that no matter where you are in your career, given the pace of change in today's society, CPD is vital to ensure that we as professionals have the right skills and knowledge to do our jobs to the best of our ability and provide the organisations we work for with up to date, relevant and strategic professional communications management and leadership.

I also believe that as a member organisation it is important that we nurture and mentor those in the early stages of their career, whether that be students on a PR course, PR apprentices or those in their first jobs. We need to ensure that we are relevant and accessible to all levels of members.

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Working with other professional membership organisations is also important if we are to progress the profession and improve its professional standing. We need to build on the work that the current President, Sarah Hall has done in this area.

About me: I have over 18 years' experience working in communications across the private, third and public sectors. I am Research Communications Manager at Cardiff University and have worked in the Higher Education sector for nearly eleven years, and with researchers and innovators for most of my career.

Open List

1. Lindsey Collumbell

I am proud to be a member of the CIPR and honoured to have been a Council member since 2015. I am seeking re-election as although I have a track record of results, another two-year term will allow me to achieve even more for the membership.

Since first joining Council I have taken on additional roles and responsibilities:

- I was co-opted to the Board in 2015 by the then President, Sarah Pinch, and subsequently re-elected as a Board member for 2016 and 2017
- I served as Chair of the Professional Development and Membership Committee in 2015, 2016 and 2017, and
- I am currently a member of the Professional Practices Committee.

Being a member of these committees does not deserve your vote in itself, although I believe my track record deserves consideration. Significantly I:

- coordinated the work of 14 task and finish groups to realign and reorganise the CIPR's professional development activities to better serve the needs of members
- co-authored the paper which drove the changes made to the Chartered Practitioner assessment resulting in a four-fold increase in the number of Chartered PR Practitioners in the last three years
- wrote the CIPR's Member Value Proposition to establish what members and the wider PR community value at each stage of their career which has been mapped against current products and services to inform whether the offering is fit-for-purpose
- instigated a review of member communications with CIPR's marketing team to determine the touchpoints with members and students ensuring the right messages are communicated in the most appropriate way.

As a member you rightly want to know what I will do for you should you choose to vote for me. My pledge to you is:

- members first – I will continue to put member needs front and centre in discussions and decisions
- continued involvement – I will volunteer for roles and projects which fit my skillset
- support the President – I am fully behind what Emma Leech, the 2019 President, wants to achieve and will support her and the President-elect in his/her term the subsequent year.

Your vote will enable me to continue serving the membership and take an active role in ensuring the CIPR is fit-for-purpose and meets the needs of the membership. To indicate the type of person and volunteer I am, I leave it to the 2017 President, Jason

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Mackenzie, who awarded me the Sir Stephen Tallents Medal in November 2017 for “devoting a huge amount of time to further the growth and development of professionalism in PR”.

And finally ... a bit about me. The first 13 years of my career were in various in-house roles, culminating as Head of Communications and Board Member at the aerospace trade association. I have been an Independent Practitioner since 2004 and specialise in strategic PR, communications and marketing for membership organisations. If you have attended a CIPR Excellence interview since 2006, I am the (hopefully) calming person who greets you, keeps the interviews on schedule and facilitates the judging process and decisions.

2. Andy Green

I am asking for your vote to be re-elected to your Council as there is still much to be done. I believe our profession faces profound challenges needing a professional body to lead the way in creating a better future for its Members and the wider world.

The Institute contains a fantastic group of fellow professionals giving up their valuable time to serve the wider good. Our Chartered status provides us with one of the world’s best public relations Brands.

Yet the very existence of ‘Public Relations’ is under threat: fewer use it in their job titles, department or company names. There’s a 20% decline in Google searches for ‘PR jobs’, fewer in-house jobs, a salary squeeze, where those whose job title is ‘PR Manager’ earn less than ‘Communications Manager’. All indicating a troubled and challenging future, even before the further impact of AI.

The good news is that there is hope of a revitalised, re-energised, re-purposed Public Relations profession. Earned trust is the new gold of the 21st century and the best people to champion, protect and nurture an organization or brand’s trust are PR professionals.

We face, however, massive challenges. A recent example I encountered was of a large multinational brand, with a PR department that’s defined as doing media relations and held in low regard. Yet, it also has a ‘Customer Voice’ department rapidly growing size and status. This should be under the PR remit, yet, because of existing thinking and definitions, PR’s role and potential are limited.

There has rightly been within the Institute a drive to ‘Strategic PR’ defined by greater emphasis on objectives and metrics. Yet, we need a bigger picture of ‘Strategic Comms’ where PR can lead in delivering integrated communications or as champions of earned trust in specialist functions like reputation management, employee engagement, public affairs, corporate listening, building social capital, and brand counsellors.

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We need new definitions and understanding of ‘Public Relations’ but also of our new era of ‘Comms’ triggered by digital disruption and greater media convergence.

And you the Members, need for a voice within the CIPR to challenge groupthink and the status quo.

I now have a portfolio career including university lecturing, an Assessor on the PRCA-run apprenticeship programme, I run a social enterprise tackling the crisis in declining Social Capital, and my own Brand Story consultancy, as well working as freelance creative.

We need to work closer with the PRCA - essential for the sake of our profession.

I believe I’m very much at the forefront of new thinking and doing helping to launch a global initiative, the Dublin Conversations (do check out <https://www.linkedin.com/groups/12130884>).

The CIPR and PR faces profound challenges ahead. It needs leadership with good people ensuring it thrives and grows. And it needs the CIPR to be a world-leader in new thinking, setting the agenda for others to follow being an early adopter not a laggard. Together we can be leaders.

If you agree please vote for me.

3. Trudi Lewis

My involvement with CIPR started when I was a student doing a professional qualification in PR, and later as I completed an MA in communication management at London Metropolitan University. At that time, I found membership helped me develop a clear understanding about the industry and it became a good resource throughout my education.

As my career progressed I started working in internal communication as an area of focus. One of the earlier organisations I joined was London Underground and although they didn’t have company membership at the time, I continued with my CIPR membership and encouraged my peers to join. I felt it was important to be connected to the main industry body if we were to be seen as credible practitioners.

Throughout my career, I believe a clear understanding of PR gained from CIPR and a commitment to its code of practice, enhanced my professionalism as a communicator. In April 2017 I also achieved chartered status as a member, to further develop in my career.

CIPR Inside

In 2013 I joined CIPR’s internal communication committee ‘Inside’, promoting best practice and raising the profile of internal communications. So far, I have developed conferences, content, webinars and other activities with a view to engage CIPR members who work in

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internal communication. As a committee this year we are committed to raising the level of professionalism by presenting relevant, timely and strategic content in various formats.

As part of my involvement in CIPR, one of the highlights has been the production of a research report – The Value and Effectiveness of Internal Communication. The report findings also set the theme for the conference held in 2017 – Making it Count.

The work started in 2016 – I felt that we should conduct our own research to further support the industry. I therefore led on the research project that instead of interviewing our peers, focused on our customers – senior leaders – to see what they thought of the industry. By doing the research ourselves, we could identify relevant areas to gain insight and data to bring improvements to our discipline.

Running for Council

Seeking nomination to become a Council member is about doing more to develop, influence and improve the industry and our disciplines. I believe we need to be strategic, relevant and professional in a time where communicating effectively is critical – and we have to be ready to guide and lead.

I want to continue to support the development and promotion of PR and communication disciplines, and see involvement in Council as a next step. I'd like to see us, as an industry body, enable quality of service and support to existing and new practitioners, while encouraging a culture of learning and development.

I am hoping to add value to the Council through my wealth of experience in the industry and as a practitioner. I am committed to seeing things change for good in our industry and I believe that as we collectively develop we will make a positive impact both internally and externally.

4. Clare Parker

Now more than ever the public relations profession is under intense scrutiny, facing challenges from subjects as broad as ethics and AI, “fake news” and our social impact. We are in exciting times - a time for opportunity.

As a Founding Chartered Practitioner, I have spent over 17 years in government communications - working across the UK and internationally - at the heart of the changing information landscape. We have to continually adapt our practice, to evolve the way we account for ourselves and broaden our expertise and learning. I want to promote and encourage continuous professional development in terms of sharing learning and experiences across all of our sectors and encourage far better cross-sector sharing of perspectives, which can bring about brilliance and innovation.

I am the head of communications at a small UK government agency. Explaining and demonstrating the value of working with highly competent and experienced

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communications professionals is a core part of my work and the duty of everyone in our profession. I think we still have much to do to increase knowledge amongst people who call on our services and truly demonstrate our long-term value to organisational objectives and wider society. It is this strand of the CIPR's 3-Year Strategy that I would pursue should I be elected onto the Council.

I also have a passion for increased social mobility, influenced by my own journey. I have visited schools and colleges to explain the opportunities to work within communications and the varied career paths on offer. As a profession, we need to visibly break down social and cultural barriers, from the representation in our membership to the way we conduct our business, and actively demonstrate that we are a profession for all. The journey has just begun, and I would work towards promoting this during my time on the Council.

As a part time student, I also believe working with academics will strengthen our profession. We have much to learn from each other. By engaging more broadly with those who teach in schools, colleges and universities - and conduct rigorous research - our profession's current and future generations can be prepared and thrive.

In summary, I would hope to bring fresh ideas and challenging debate to the CIPR. I believe my experience would bring a different perspective to our institute.

Thank you for taking time to read my statement, and I hope I can count on your support.

5. Rachel Royall

When I started my career in public relations in local government, I was fortunate enough to have been appointed onto a graduate scheme where I could complete the CIPR foundation and diploma course. Since then I have worked in leadership communication roles throughout government and the public sector where I have played a pivotal role in improving professional skills across PR teams, including helping to design bespoke qualifications for government and healthcare communicators. For the last 17 years I have supported the CIPR through judging, mentoring, teaching, events and helping develop skills guides.

As a member of the CIPR Council I have a lot to offer and my ambition is to support the delivery of the three year strategy and it would be great to get your support. The areas where I have expertise and a passion to develop include:

- leadership - for PR to have a credible role in the leadership of business and government
- public focus - to champion that public relations is about building relations with the public and not the sole pursuit of media relations
- governance - for professionalism and ethics to have a role at the heart of our profession and to support the role of the profession as leaders in the good governance of business and government
- diversity - to champion diversity within our profession, not only of demographics but of

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opinion

- digital - to help develop PR capability and links to technology to ensure our profession is fit for the future.

6. Deb Sharratt

As an independent practitioner the CIPR to me is about professionalism, ethics and volunteering to make a difference, as it leads the PR industry.

A CIPR member since 1996 and CIPR north east committee member for 14 years, I'm Vice-Chair of CIPR North East (second time), manage social media, PRide coordinator and judge, organised the 2018 CIPR Northern Conference and I'm currently working on a series of events to engage with Senior Practitioners in our region.

I hope this demonstrates I'm not someone who just wants to join a committee but is an active member, and still after 20 years is full of commitment and enthusiasm to make things happen.

So why volunteer to be part of the CIPR Council? For me, the time is right. PR is going through one of its most

exciting stages that I can remember in my 22-year career, and I'd like to play my part in ensuring the CIPR remains at the heart of the profession, with professionalism and ethics at the heart of PR.

I may be fortunate, but I have always worked in and with organisations where PR is recognised at the highest level, able to demonstrate its value and worth to the success of the organisation. The industry is now taking this much more seriously and through the work of the CIPR, standards in the industry are rising, although there is still so much work to do. Influencer Relations and the ethics surrounding this discipline is a particular interest. Promoting the CIPR Code of Conduct within this new area working with both PR professionals and content creators is key to its future success and one I've been working hard to do with other organisations and bodies in the industry.

I'm no expert but I have a strong interest in AI and the impacts that technology is having and will have on communication. I was recently invited to attend Thinking Digital as a future female leader in tech and I teach Digital PR at Newcastle and Sunderland Universities as well as on CIPR Qualification courses.

Volunteering has played an important part in my life. From being an elected Student Union officer, where I stood on a platform of 'communicating and campaigning', as a Trustee at Birmingham Young Volunteers to my volunteer work with the CIPR, I can honestly say that I have personally benefited as much in terms of my own development and relationships as the time and effort that I have volunteered, which is why I continue to be involved and why I'd encourage anyone to get involved with the CIPR.

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I'm a proud Northerner and proud of its contribution to the UK PR industry. I'm keen to support CIPR in its commitment to the regions alongside other colleagues, as well as independent practitioners.

About me:

- Accredited PR Practitioner
- Former in-house PR practitioner in private sector, third sector and regional government.
- Independent PR Professional of 7 years.
- CIPR PrideNE Best Freelance Practitioner 2012
- Shortlisted for CIPR PRideNE Independent PR Practitioner 2018

7. Kerry Sheehan

PR needs some good PR!

We really need to step up and show, through our strategic advice and work, why we're needed – and show the people who make decisions why their reputations matter and why PRs are right people to build up their profiles and contribute to the social good.

I strongly believe we have a commitment to our industry body, the CIPR, to show we adhere to the highest standards of professionalism, the code of conduct and ethics. But we also have to help raise standards of professionalism – through more of us becoming Chartered PRs - to ensure PR is taken seriously in more areas as a strategic management function.

The CIPR has made leaps forward over recent years. However, we still have lots to achieve. If elected, I look forward to providing a voice on Council for artificial intelligence and tech in PR - and the need for PRs to lead from the front on new tech advances, rather than be the usual late adopters.

I would also be a voice for those who work in the public and private sectors, seeing things from both sides having been a healthcare associate director of communications - I am a member of the CIPR local public services committee – and work agency side on global health and pharmaceutical contracts as well as on tech and artificial intelligence portfolios.

The election for the 2019 Council presents a very exciting opportunity for the CIPR and its members. If you vote for me I will ensure the AlinPR panel work, a significant group leading the way in our sector, makes the most of this opportunity.

I will also:

1. **Help raise the professional standing of PR practitioners** – I am a CIPR Chartered PR Practitioner. CPD is fundamental to maintaining our status as a PR professional, if we want

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to be respected by other professionals and organisations. I firmly believe in supporting new talent – CPD starts on day one.

2. **Help the PR profession adapt to new technologies, particularly AlinPR** – As an advocate of new technologies in PR, across all sectors, I have experience of organisational resistance to new PR tools but have also challenged senior leaders to reap their benefits. Artificial intelligence is reshaping the PR landscape across all industries and we need to be able to respond to these changes.
3. **Continue to build and promote our standing as a serious strategic management player**, ensuring our PR voice is heard by employers, media and stakeholders.

I speak at industry events, contribute to publications, and volunteer and support activities that benefit the CIPR and wider industry; have judged industry awards and wrote on the recent Global Alliance Communications Capability Framework.

PR is personal in nature, the communication is direct from the horse's mouth – and my right message, to the right people - you our CIPR members is: Vote for me, @PRKezza, to be a voice on the CIPR Council on the biggest technological and social challenges PR is facing in recent times.