

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Q3 President's Report

Introduction

Welcome to the President's third quarter report for 2015. The summer has been a busy time. I was especially delighted to visit Dubai and meet with PR colleagues from the Middle East Public Relations Association; members of MEPRA can now become Chartered Practitioners and it was inspiring to hear about the work the association is doing to drive up professionalism, standards and its work on ethics.

It has been good to catch up with so many members by phone and in person; taking August off from social media definitely gave me some respite, a different perspective and the opportunity to meet up face to face with so many of you.

I was delighted to host the first Young Communicator forum in July. You can read more about that later and I am looking forward to the next one in December. Huge thanks to CIPR Cymru Wales for inviting me to their conference and to CIPR Channel Islands group for hosting a brilliant inaugural event in September.

More than 75 Fellows gathered in the House of Lords for our annual Fellows' lunch in September. It was a great event with a challenging and entertaining speech from Declan Curry.

Next quarter I will be looking forward to seeing many of you at the PRide Awards that span the length and breadth of the UK, visiting Cambridge for the CIPR East Anglia conference, speaking at the CIPR Inside conference and giving lectures in the North West, the Midlands and the South West.

If you'd like me to attend an event, it's not yet too late; please get in touch with Maha Jamil (mahaj@cipr.co.uk) in the first instance.

This quarter I have covered my most miles yet – 1,362 by train to London, Truro and Cardiff, as well as 7,125 by air to the Channel Islands and Dubai.



Sarah Pinch FCIPR at CIPR Channel Islands PR Forum, September 2015



Sarah Pinch FCIPR and Alastair McCapra (CIPR CEO)

Making membership more meaningful to clients and employers

At the recent meetings of Board and Council, two major initiatives were agreed which I believe will have a profound effect on our membership in the future.

Firstly, we agreed a comprehensive reform of the way members can become Chartered Public Relations Practitioners. Since it was launched some five years ago only 52 people have become Chartered Practitioners. Most of those are senior professionals.

Our plans are to make Chartered Practitioner the norm, like a Chartered Accountant or Engineer and I am grateful to my Board colleagues who have worked hard on the proposals, members of the Professional Development and Membership Committee and our existing Chart. PRs, who have given us valuable feedback.

Under the new system, anyone who has completed three consecutive years of CPD will be eligible to attend a rigorous Chartered Practitioner Day including an assessment and become chartered on successful completion of this. The chartership assessment days will be piloted in London later this year, and

following feedback and any improvements, the days will then take place in locations across the UK in 2016. The requirement to write an extended paper has been removed, but the assessment process under the new system will be more robust than under the old system. We hope that members at mid-career level will take full advantage of the new opportunity and look forward to a significant growth in the number of Chartered Public Relations Practitioners over the coming years.

At the same time, we have taken a major step forward in making chartership available to practitioners outside the UK. In last year's governance change we acquired the power to grant Chartered Public Relations Practitioner status to members of professional associations in other countries. In September I was very pleased to fly to Dubai to sign a bilateral agreement with the Middle East Public Relations Association (MEPRA) which will allow MEPRA members, in future, to become chartered through the CIPR. Later in the month, we also announced a similar agreement with the Hungarian Public Relations Association (HuPRA), Hungary's professional body for public relations and communication professionals.





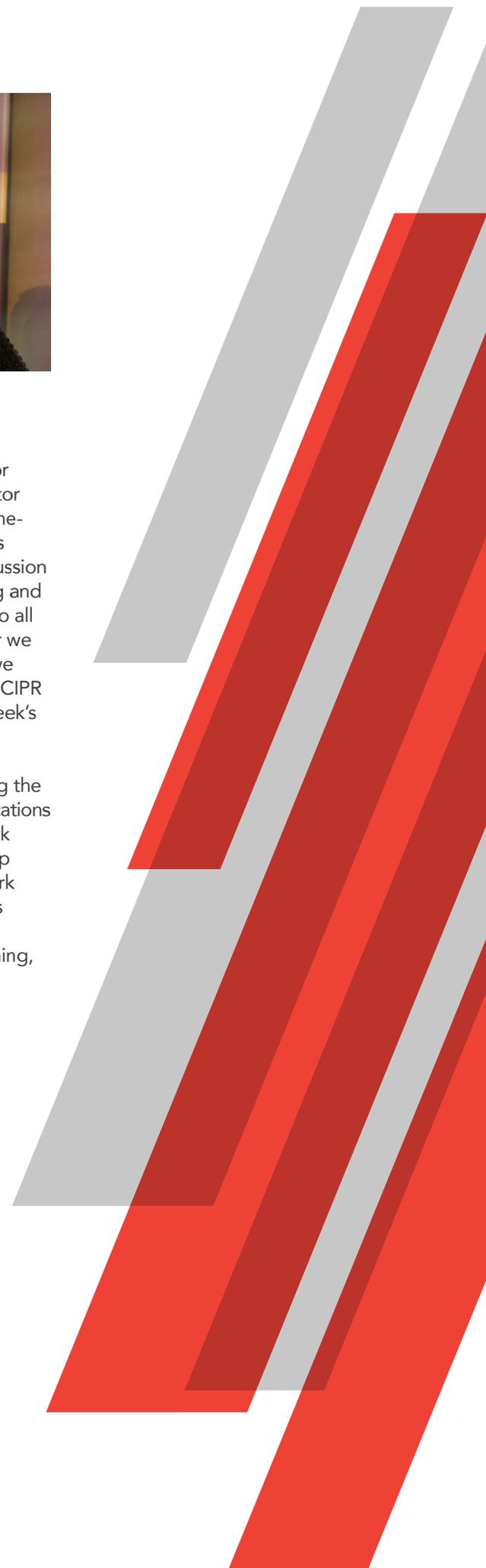
Anne Marie-Bailey MCIPR, Winner of CIPR North East Outstanding Young Communicator 2014

Secondly, we have agreed to create Corporate Affiliate membership. This is intended to remedy an underlying problem we face in many of our activities – weak relations with employers. This was highlighted at our recent Young Communicators lunch and has been identified consistently as an obstacle to our growth and development. We expect this to launch in the next couple of months, and more details will be available on our website in due course.

I am delighted to tell you that we are also in the final stages of preparation for our new membership magazine, which is due to launch in January 2016. Our new editorial board has held its first meeting and the first edition is being developed. The members of the Editorial Board were recently announced on the CIPR website.

In my last report I mentioned the establishment of a new network for winners of the Young Communicator of the Year Award, initiated by Anne-Marie Bailey; it was a huge success with some 13 attendees. The discussion and conversation was encouraging and informative and I remain grateful to all those who attended. In December we shall hold the next meeting, and we have extended the invite to those CIPR members who were listed in PRWeek's 30 under 30 for 2015.

In the next quarter we'll be holding the first meeting of our new Communications Leaders network. This new network will give our members in leadership positions an opportunity to network with their peers and explore issues specific to their position, such as influencing boards, strategic planning, and talent management.





CIPR Code of Conduct

Standing up for a profession confident in its high standards and able to demonstrate its values

The last few months have seen the CIPR speak up on several occasions both to defend public relations practitioners from unjustified attack, and to challenge behaviour which falls short of the professional standards we represent. As the chartered body for our profession, and the regulator, this is central to our work.

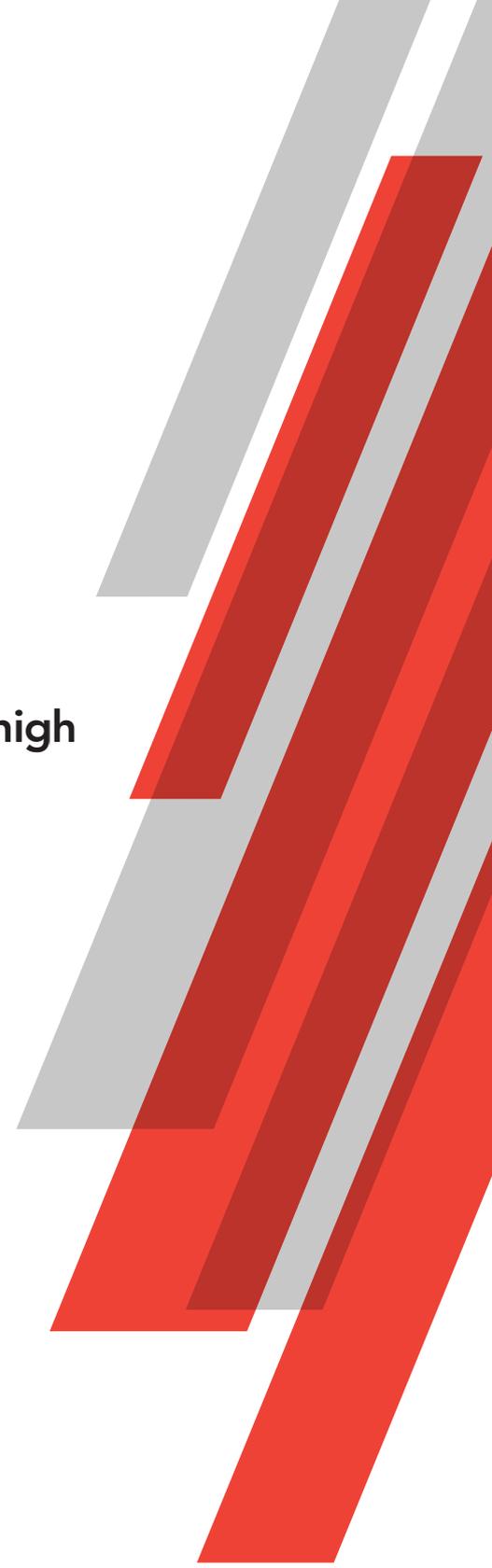
I also spoke out on Three Counties Radio about a PR agency's practice of getting its employees to contribute to subvert the planning process by having their staff contribute positive comments about a planning application on behalf of a developer. This appears to be a deliberate attempt to mislead the public and the local planning authority, and as such is totally unacceptable.

A few weeks later we were advised that Fuel PR had sold a story into the Press Association in which the person featured was not disclosed to be an employee of the agency. As Fuel PR has no CIPR members working for it we had no standing to hear a complaint, but as they are PRCA members we recommended that the complainant address their concerns with them. I am pleased to see that PRCA have dealt with this matter swiftly and effectively, with Fuel PR being expelled from the organisation on 12 October.

Shortly after this, news broke, through a Freedom of Information response, that the Department of Work and Pensions had published leaflets about benefits sanctions which included comments attributed to named individuals who did not exist. I published a statement calling out this practice and indicating that we would take steps to determine whether any CIPR members were involved in commissioning these leaflets. Once the DWP confirmed that it was conducting its own internal investigation, we agreed, as is normal, to suspend our own until that has been concluded. Their investigation has determined that those responsible for this were not CIPR members, which I am very glad to learn.

Finally, we were asked by public affairs practitioners in Scotland to make a public statement about ad-hoc 'state aid' being paid to the organisers of the T in the Park Festival. Our statement affirmed our view that public affairs professionals should not use relationships with politicians to secure advantage for their clients.

Thank you to all those many members who have got in touch to thank the CIPR for taking a firm line on these issues.



°CPD

Get off to a flying start
#SUMMEROFCPD

Building Trust in our Practice through the Code of Conduct and Continuous Professional Development

Over the last quarter we launched our first ever #SummerofCPD campaign which was really successful and very effective in encouraging members to make progress with completing their CPD records. By the end of August a record number of members – more than 1,000 – had started recording their CPD, and another record number – more than 100 – had completed it. The drive for CPD will continue with a winter holiday campaign as well – once again our aim will be both to raise overall numbers significantly and to encourage members not to leave it to the last minute before logging their points. Systematic completion of CPD is at the heart of our revised procedures for becoming a Chartered Public Relations Practitioner, and we hope to see many more members becoming chartered in the next few years.

Between these two CPD campaigns comes Ethics Month, an initiative of the Public Relations Society of America, which we took part in for the first time in 2014. As was the case last year, the core activity was a series of round table discussions held in London, but for the first time this year we also encouraged our Groups to hold events with an ethics theme and badge them as part of the month. As a result, Ethics Month events were run by the Northwest, the Channel Islands, CIPR International CIPR Corporate and Financial Groups. CIPR South West also ran an ethics event in July. Since March this year all members logging their CPD must complete five of their 60 points in ethics, and participation in one of these events satisfies that requirement. We look forward to a larger scale of activity in September 2016, with even more Groups participating. Please remember to log your five ethics points, as, if you do not, you cannot complete your CPD record for this year.



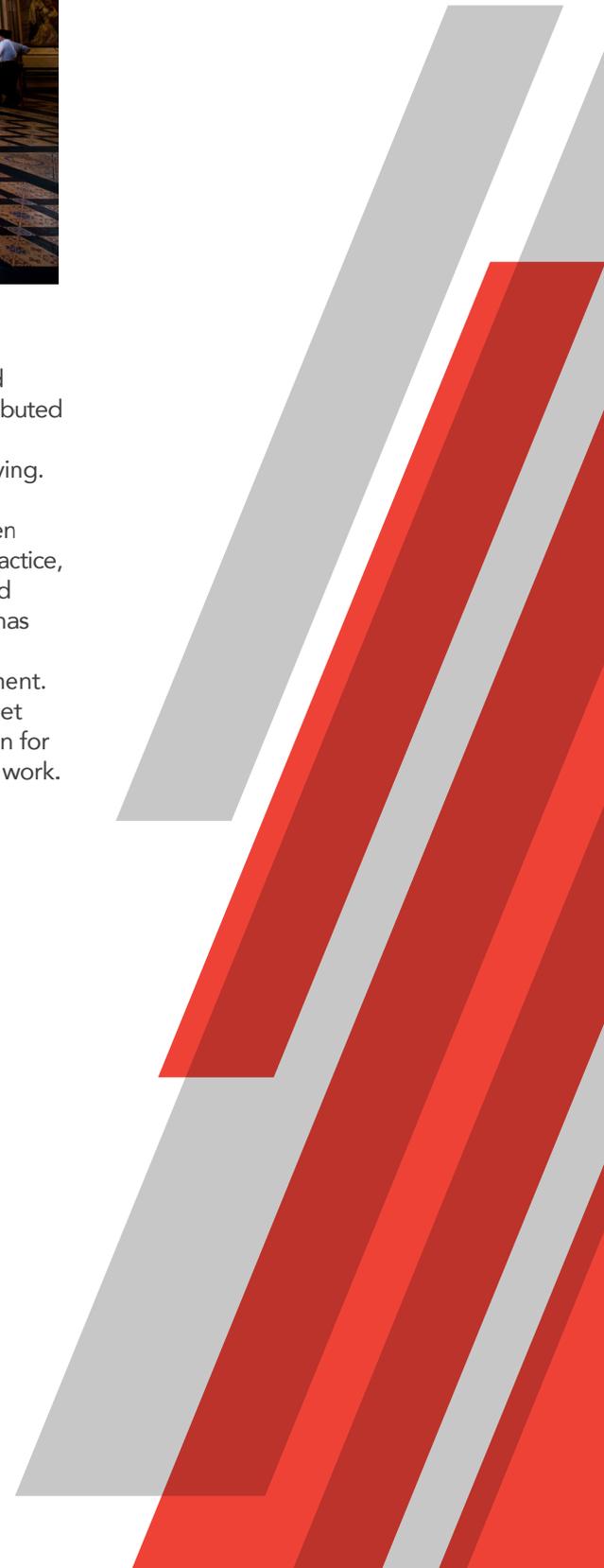


Main lobby, House of Commons

In July we took a major step forward in building public trust by launching the UK Lobbying Register, the most comprehensive voluntary register of professionals involved in lobbying and public affairs. In our view a register by itself is of little value, and we therefore linked the new register to specific guidance on professional conduct in lobbying; including a leaflet sent to every MP and peer to make clear the professional values the CIPR represents and what they can do if they feel that a lobbyist is not acting properly. Outside of the Westminster bubble, as the

landscape for lobbying in Scotland continues to evolve, we also contributed to the Scottish Government's consultation on the future of lobbying.

I am delighted to hear that Stephen Waddington's new community of practice, bringing together practitioners and academics, is gathering pace. He has been inundated with comments, suggestions and offers of involvement. Thank you if you have offered to get involved, and many thanks Stephen for continuing this important piece of work.





Debating Matters 2014 Finalists

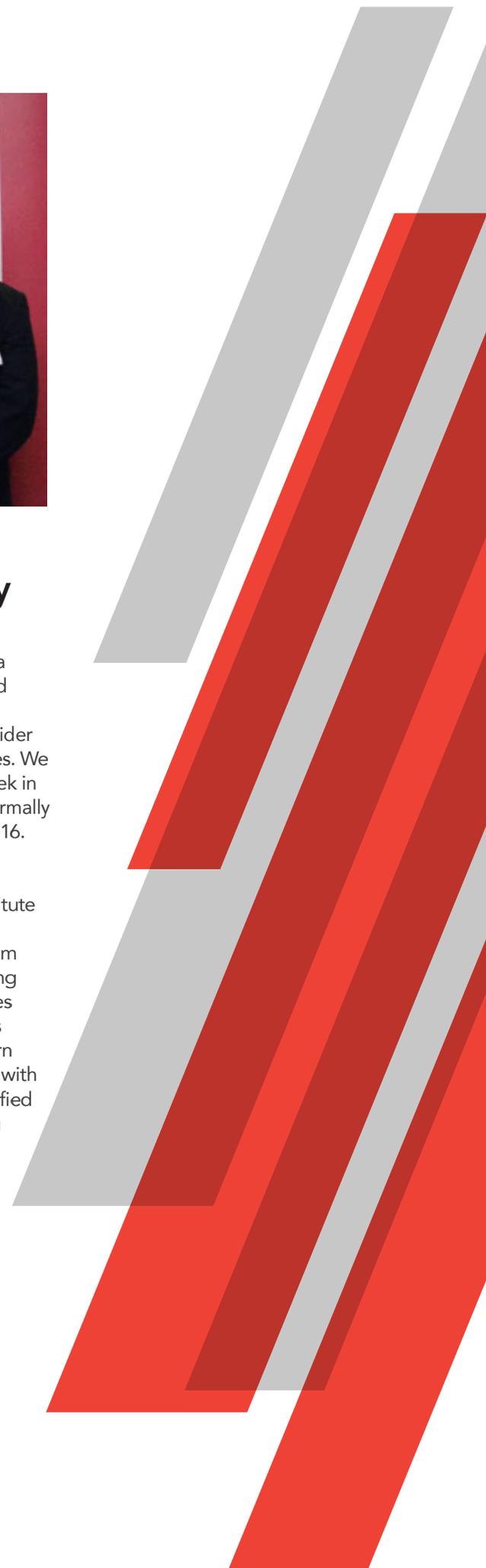
Reaching audiences beyond the industry

Last year the CIPR Public Affairs Group and the Corporate and Financial Group joined with CIPR HQ to co-sponsor the national Debating Matters competition, run by the Institute of Ideas. Dozens of CIPR members volunteered as judges and we had a great opportunity to introduce young people to the idea of a career in public relations. I'm very pleased that for the 2015–16 competition, both Groups have agreed to renew their commitment, as well as many individual members signing up to be local judges. I look forward to another interesting round of debates in schools up and down the country.

The CIPR together with the NFP Group have a sponsorship agreement with the Association of Chief Executives of Voluntary Organisations which will give the Group prominence at ACEVO's November conference.

The CIPR has also partnered with a cross-organisational network called Access to the Professions, which encourages young people to consider careers in different professional roles. We will be supporting Professions Week in November this year, and will be formally taking part in the network from 2016.

Over the last quarter I have been interviewed for the Chartered Institute of Management Accountants, and we are having discussions with them about their recent report 'Managing Responsible Business' which tackles a number of the ethical challenges businesses must face in the modern world. We've also had discussions with the Association of Chartered Certified Accountants about online learning and about the future prospects of increased automation which face all professional activities.





Social Media Week London, September 2015

In September we partnered with the International Hydropower Association to host a seminar on 'How Social Has Changed the Game for Membership Associations' as part of Social Media Week. We also ran a CPD session for members of the Institute of Internal Auditors on the future of digital privacy.

And in December, the CIPR will be running sessions at the Associations Congress on the development of event apps and the challenges of artificial intelligence.

Over the next quarter I'll be speaking at a number of events including:

- The 40th anniversary celebrations of The Corporate and Financial Group in the House of Lords
- The Society of Editors Conference
- The launch of the CIPR's Local Government research
- The CIPR Inside Conference
- The CIPR Not for Profit Group 25th anniversary at the House of Commons.

