

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

70 YEARS 1948
2018

CIPR President's Report

Q1 2018

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Introduction

Being your CIPR President is a privilege and an honour. The role requires real drive and energy, underpinned by a clear vision and purpose.

It's been a very busy and positive first three months. I'd like to share the highlights with you in this quarterly report, thank all who have contributed to the CIPR's success and take a look at what lies ahead.

2018 is an important year for the CIPR; 9 February marked the day of our 70th anniversary. We held a very special celebration at St Bride's Church. A transcript of my speech is available [here](#). It provided the perfect excuse to revisit the original aims of our founders and what they hoped to achieve.

The CIPR's purpose this year is to reassert public relations as a management discipline and underline its strategic value to employers and the business community.

While the work plan for 2018 takes in all the Charter principles, there is one that we are focusing on heavily:

To promote public understanding of the contribution of effective public relations in encouraging ethical communication and in enhancing the efficiency and performance of all sectors of the economy.

To that end, we have been strengthening our links with employers and business and gaining a greater understanding of our role with regards to accountable leadership and social purpose.

Sarah Hall Chart.PR, FCIPR



Moving things forward

Since publishing [your plan in January](#) we have already made excellent progress.

In representing member interests, we have:

- Developed a relationship with the CBI to underline the role and value of public relations, open up opportunities and create a two-way cascade of data and insight to aid both parties.
- Established an [energy industries' think tank](#) which will engage on key issues relating to the energy industry nationally and internationally.
- Been assertive in standing up for the public relations business: [defending public sector communications](#) in the wake of criticism from *The Sun*; [condemning astroturfing](#); and providing commentary on matters such as [employment rights](#) and [late payments](#).

Our work is cutting through and the CIPR was asked to lead a workshop on GDPR for the Local Enterprise Partnership Communications Network thanks to the report published last year.

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

- Created the [first capability framework for members](#).
- Launched the [#AIinPR panel](#) which aims to explore the impact of artificial intelligence on public relations and the wider business community.
- Secured a speaking slot at BledCom which will explore the role of public relations associations in responding to/ coping with the world in crisis.
- Agreed to speak at the World PR Forum in Oslo in April about the impact of AI and technology on skills.

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

- Taken part in a #PRTalk with Francis Ingham of the PRCA on issues affecting our industry.
- Worked with the PRCA to launch a [social mobility campaign with Career Ready](#). Discussions are ongoing about combining forces on diversity work and creating one UK-wide Code of Conduct. We are already promoting their apprenticeship scheme and the PRCA will soon promote our Chartered Practitioner offering.
- [Teamed up with the Taylor Bennett Foundation](#) to offer reduced priced membership to its alumni.
- Connected with Women in PR and the Global Thinkers Forum to understand how our objectives align and identify areas for collaboration.
- Supported the VMA Group with the publication of its [The View](#) report on the UK corporate communications profession by providing a quote and attending its launch event.
- Continued to promote and support [iprovision](#), the charity for CIPR members in need.



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

- Launched the very first [Influence Live](#) to bring the popular and award-winning content to life.
- Published the 2018 *State of the Profession report* – the most powerful and statistically robust research study on public relations.
- Begun work on *Platinum*, a 70th anniversary book to assert the value of public relations as a management discipline.
- Announced our National Conference with the theme of [accountable leadership and social purpose](#).

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

- Awarded the [President's medal to the authors of the Cluetrain Manifesto](#) for their outstanding contribution to global understanding of marketing and communications.
- Awarded the [Sir Stephen Tallents medal to Cornelius Alexander](#) for his ongoing work in diversity and inclusivity.

Your Board and I have also attended as many sector, regional and national group events as possible. Video content was provided for committee AGMs where I was unable to make it in person. You can see my deck on public relations as a strategic management function [here](#).

An ambitious [#CIPRProud membership campaign](#) kicked off in March and I'm grateful to all those who got involved by sharing video selfies telling us the benefits of CIPR membership.

This year's plan is the most ambitious ever by the CIPR and my thanks go to its dedicated and hard-working team and all the volunteers who are bringing this to life to take the industry and the profession forward.

A look ahead to quarter two

The next quarter of 2018 promises to be just as dynamic. We will see:

- The launch of #70at70; an initiative to recognise the pioneering but unsung heroes in our membership.
- A campaign to educate CEOs about the strategic value of PR to organisations and another aimed at HR professionals encouraging them to hire (ideally Chartered) CIPR members.
- Proactive and assertive media commentary, like in quarter one, around issues that matter.
- The start of the new CPD year and a campaign to promote Chartered PR Practitioner status.

I look forward to reporting on progress to date at the end of June.

Meet the Board

It's really important that members know who is in the driving seat at the CIPR so we are introducing a Meet the Board section where each quarter you'll get to hear what the priorities are for your elected directors.

Ronke Lawal



"The CIPR is an important and respected institution, it is one which serves an important purpose in the world of public relations and its members make an impact on over arching business strategy and leadership. The Institute must now be more forward thinking, understanding the changing nature of the consumption of media and how technology has an impact on access to information. It is time for the CIPR to be braver, bold and most importantly relevant."

Ella Minty Found.Chart.PR, MCIPR



"This year, the CIPR's priorities include demonstrating the value of PR as a strategic management function and ensuring that the CIPR members who are ready to act as executive advisors or board members, are fully supported to do so."



Top line reports from your standing committees

We have a superb team at the CIPR supported by a dedicated cohort of volunteers. Here is a round up of what your standing committees have achieved on your behalf over the last quarter.

Professional Practices Committee

Chair: Kevin Taylor Chart.PR, FCIPR

This year PPC will continue its review of CIPR's Best Practice Guides and also its Skills Guides. The Committee will also complete a review of the transparency and understanding of the CIPR's independent complaints procedure.

The first set of new Skills Guides are now on the CIPR member website and the working group plans to publish the new guides on a regular basis throughout the year. The Committee will also review and organise this year's Ethics Festival. Great thanks are due to Committee members Eva Maclaine and Steve Shepperson-Smith for their contributions to the programme both this year and in 2017.

Professional Development and Membership Committee

Chair: Jenni Field FCIPR

We have refocussed the attention of the group to be around Chartered Practitioner, qualifications and integrating PR into business education/employability. As a result of this change we have created some new project teams within PDMC. These are:

- Driving chartered with chartered champions and reviewing the proposal around chartered for members
- Creation of a knowledge panel to review the case studies and materials on the CPD database
- Regional group engagement to create a base level for members in every region
- Qualifications project group to encourage more people to complete them
- Looking at how we talk about training and workshops in line with job roles
- Senior practitioner engagement group – exploring how we can support members that have been working in PR for a long time
- Fellows engagement
- Student membership messaging

The Diversity and Inclusion Forum (DIF)

Chair: Avril Lee MCIPR

As part of its ongoing focus to develop an inclusive culture within PR by raising awareness of diversity issues and increasing the number of practitioners from all backgrounds, the DIF focus this year will be to: support the CIPR in enabling more individuals from diverse backgrounds to achieve Chartered PR status; to advise the CIPR on the related issues re the code of conduct and wider strategy; to continue hosting Equal Access Events to build a diversity based network (our next event will feature Maria Miller MP, Chair of the Select Committee for woman and equalities); and lead the relationship with the Taylor Bennett Foundation.

Policy and Campaigns Committee

Chair: Stuart Bruce Chart.PR, FCIPR

This year, the PCC will focus on the following priorities:

- Learning from *State of the Profession 2018* to inform the research for 2019, which will be conducted this year.
- Business research – probing the *State of the Profession* research to explore the economic contribution of public relations to the UK economy.
- Stakeholder research – building on the work of the Foresight Panel to understand how key commissioning stakeholders view public relations
- Expanding on our GDPR guidance
- Policy positions on lobbying, measurement, PR as a strategic management discipline

