

Media Kit 2018

We are the chartered body for public relations and the largest membership organisation for PR professionals in Europe.

We represent 10,000 PR professionals in 85 countries worldwide. Our members are held accountable to their employers and the public through our CIPR Code of Conduct.

We drive professional standards through the delivery of industry-leading training, qualifications and awards, and through the production of best practice guidance.

We operate the PR industry's largest continuing professional development (CPD) platform and award Chartered Practitioner status (Chart.PR) to those who demonstrate the highest standards of excellence and integrity in public relations.

CIPR spokespeople are available for comment and media appearances, including broadcast interviews.

We provide professional insight on business and current affairs from a public relations perspective. Our specialist subject areas include:

- Public relations strategy, management and best practice
- Reputation management
- Crisis and reputation management
- Ethics in public relations and social media
- Media ethics and fake news
- The value of government and public sector communications
- Lobbying transparency and public affairs
- Internal communications and employee engagement
- Oil, gas and energy communications
- Investor relations and financial public relations

CIPR Board and Council members are available for comment, as well as live media appearances. Members are based throughout the UK and can respond to requests at short notice.

Spokespeople



**Sarah Hall Chart.PR, FCIPR,
CIPR President**

Sarah Hall is a pioneer of best practice in the PR industry. Founder of Sarah Hall Consulting, she has established a reputation as an ethics tsar and gender and equality advocate through her work with the Institute. Sarah is the founder of #FuturePReof and a regular speaker at communications and marketing events. She was the first North East practitioner to become Chartered, a status that recognizes the highest standard of knowledge, expertise and ethical practice within the PR industry.



**Alastair McCapra,
CIPR Chief Executive**

Alastair McCapra has been Chief Executive of the Chartered Institute of Public Relations since 2013. He has worked for professional membership organisations for nearly twenty years, including the Landscape Institute, the Institute of Conservation and ACCA. Previously he had a number of roles in higher education, including at London Business School. He is an advocate for the adoption of Integrated Reporting by organisations, and serves on the International Integrated Reporting Council as an alternate member. In a voluntary capacity he chairs the National Heritage Science Forum and is an editor of Wikipedia.

Media contacts

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Our networks

- Facebook: 10,000 followers
- Twitter: 40,000 followers
- LinkedIn Group: 32,497 members
- LinkedIn Company: 10,628 followers