

NEWS RELEASE

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Master:
Carol Friend, FCIPR

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GUILD OF PUBLIC RELATIONS PRACTITIONERS – NEW MASTER AND WARDENS INSTALLED

Carol Friend, FCIPR, was installed as Master of the Guild of Public Relations Practitioners on Thursday 28 September 2006, in a ceremony at the church of St Bartholomew the Great, London. She has taken on the one-year role from the previous Master, Michael [Mike] Granatt, CB, FCIPR.

Philip Dewhurst, FCIPR, was installed as senior warden, Una Riley, MCIPR, middle warden and Tricia Topping, FCIPR, junior warden. At the celebration banquet at Butchers' Hall, the Guild was toasted by principle guest Professor Avinash Persaud, financial analyst and expert on business ethics. The co-author with John Plender of 'Ethics means more than ticking boxes', cogently argued that the law alone was not enough to ensure that corporate behaviour did not act against the wider interests of society. "City advisors, public relations as much as others, have to ensure that ethics and governance are not reduced to 'ticking boxes'," said Persaud. "Codification and compliance cannot be a cynical public exercise nor left to a compliance officer. It is a matter of personal ethics as well as corporate."

In line with the Guild's motto of "Influence, Integrity, Trust", Carol set "truth and trust" as her theme for her year as Master. She was equally clear on what she expected of the Guild, its members and herself as Master for the year.

"The main target for my tenure is to build on the success of my predecessors and prepare the Guild to apply for company status, which is the next step in the Livery movement process. Our challenge is to double our charity fund reserves and make meaningful charitable donations along the way".

Website: www.prguild.com

Registered Office:
Chartered Institute of Public Relations
32 St James's Square
London SW1Y 4JR

Registered Charity:
The Public Relations Practitioners
Charitable Trust No. 1082142

“As a Guild, we must be a natural affinity organisation for the most senior public relations practitioners in the City, in the country – and beyond – including the Fellows of our Chartered Institute”.

“My third target – our third target – for the coming year is to remind the world, by our actions, that we are, as a profession and as professionals, an integral part of the national wealth creator that is the City of London”.

As part of its fundraising and public education obligations, the Guild will host private viewings of work by the artist Paul Winner, MCIPR, from 19-25 October 2006, in conjunction with the Chartered Institute of Public Relations (CIPR). Viewings of “*Finding Inspiration through art*” will take place at the CIPR Centre, 32 St James’s Square, London SW1Y 4JR, in aid of the Guild of Public Relations Practitioners Charitable Trust and the Council of Christians and Jews.

There will also be a number of other participative fundraising events throughout the next 12 months, including a quiz night supported by the International Public Relations Association (IPRA).

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NOTES TO EDITORS:

About the Guild of Public Relations Practitioners

The Guild of Public Relations Practitioners was established, with the support of the Chartered Institute of Public Relations (CIPR), in June 2000 as part of the 400-year-old City livery movement. It is one of the new group of modern crafts that are recognised contributors to the continued success of the City of London as a leading international centre of excellence.

It participates fully in the City’s formal events and charitable work and plans to progress to full Livery status. That requires it to build up its own charitable fund in parallel with continuing contributions to relevant charity and educational causes. Closely aligned with the Master’s nominated charity and theme, the Guild holds three formal dinners each year, an annual assembly, and other participative events as part of its fundraising and public education obligations.

Freemen of the Guild include in their oath of allegiance a commitment to uphold the code of professional conduct of the CIPR. Further information on the Guild of Public Relations Practitioners is available from clerk@prguild.com.

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About Carol Friend, FCIPR

Carol Friend co-founded PIELLE Consulting Group in 1980 and is deputy chairman of its international partnership group, ECP Global.

Carol is an expert in corporate, brand and generic reputation promotion and defence, and has particular experience in building brand equity through communication among internal and external audiences at local, national and international level. She also has wide public sector experience.

Outside of the communication sector, Carol Friend has served at various times on the CBI London Region Council and SME Council, representing the CBI on the Further Education Funding Council for Greater London for three years. In the City, Carol has chaired a task force of the ABI [Association of British Insurers], AMII [Association of Medical Insurance Intermediaries] and the Independent Healthcare Association. Her career was originally developed in marketing and corporate communication in large international organisations, before she moved into consultancy.

Carol is a Fellow and former President [1986] of the Chartered Institute of Public Relations.