

impressions

ISSUE No 11, November 2006

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

Her Master's Voice

It is a great honour and a privilege to be Master of our Guild for the forthcoming year. We owe a huge debt and thanks to my predecessor Master, Mike Granatt, for the strides we have made under his command.



Our next step up the Livery ladder is Company status. Our challenging targets to meet before applying to the Court of Aldermen are:

- A capital sum of £150,000 in our Charitable Trust. We have raised over £80,000 so far and need to double that to reach the required target AND can make some meaningful charitable donations along the way.
- A 200-strong active membership of senior public relations practitioners. If we each introduce one more Freeman to the Guild, our target will be achieved and there'll be a waiting list this time next year!
- Recognition—achieved through our actions as professionals and as a profession—that we are an integral part of the national wealth creator that is the City of London.

Freemen of the City of London will know from their little red book 'Rules for the Conduct of Life,' written by Sir John Barnard when Lord Mayor in 1737, that rule 12 says: *'Be in reality what you are willing to be thought to be. Every man desires to be thought honest and virtuous, that thereby he may gain love and goodwill from all that know him. Now the only sure way to be thought so is to be so.'*

Those are the values of a true public relations professional, reinforced by our own Guild's motto—Influence, Integrity, Trust. I have grown up with the maxim that a Friend in need - is a pest...Expect me to pester you throughout the year to ensure that we achieve our targets!

CAROL FRIEND, FCIPR, Master

Installation Service and Dinner

Warmth in the City is not just a climate change matter. There are other forces at work. There is Purcell, Bach, the choir of Saint Bartholomew the Great and a witty sermon at our installation service. Then add the mouth watering meal at Butchers' Hall, good company and good humoured, if serious, speeches. Sum total: an evening of warmth, confidence and pleasure.

There are those who deride black tie dinners. Others find City protocols and arcane if historically significant ritual, risible. This was an ideal opportunity for them to take a *'butchers'* at the realities.



From Left to Right: Senior Warden Philip Dewhurst, Deputy Master Mike Granatt and Master Carol Friend - all proudly wearing their new badges.



Former Master John Gray and Alderman Sir Gavyn Arthur enjoy the reception.

Our newly installed Master, Carol Friend, past Master Mike Granatt, Senior Warden Philip Dewhurst and guest speaker Avi Persaud, conspired to set the route for the year ahead. It is not for negotiation: double the membership and the Charity fund to provide the platform for Company status. Well, if we can get the Guild merchandise delivered in time and present our guest speaker with super cuff links, anything is possible.

Peter L. Walker, FCIPR
PIELLE Consulting Group

Special thanks to **Electronic Airwaves** who sponsored the photographer at the event and Media Monitoring at www.magentanews.com



Guest Speaker, Professor Avinash Persaud.



Some Forthcoming Guild Events:

- Christmas Carol Service and Supper - 19 December**
- Dinner at the Mansion House - 31 May 2007**
- Summer Party at Haberdashers' Hall - 21 June 2007**

Master	Carol Friend, FCIPR
Deputy Master	Mike Granatt, CB, FCIPR
Senior Warden	Philip Dewhurst, FCIPR
Middle Warden	Una Riley, MCIPR
Junior Warden	Tricia Topping, MCIPR
Honorary Treasurer	Anthony Peck, FCIPR
Court Assistants	Tim Blythe, FCIPR; Rosemary Brook, FCIPR; Caraline Brown, FCIPR; Alison Clarke, Kelly Freeman; John Gray, FCIPR; Tony Halmos; Gaynor Lintott, MA ACIS; Brian Moore, MCIPR; Leigh Richards; Peter Rose, MCIPR; Adrian Wheeler, FCIPR; Sir Rowland Whitehead Bt
Honorary Assistants Clerk	Alderman Sir Gavyn Arthur; Colin Farrington; Philip Willoughby JP Deputy Tim Statham, MA



DIARY DATES 2006/7

**18 October 2006 to
12 January 2007**

Art Exhibition

Artist: Paul Winner, FCIPR
Venue: CIPR, St James's Square, SW1
Half of sales proceeds to go to the Guild Charitable Trust

19 December 2006

Carol Service and Supper

Dress: Business suit
Venue: St Bartholomew the Great
For members and guests
Hear and sing with the beautiful choir in this ancient church
Advance booking enquiries: clerk@prguild.com

January/February 2007

Quiz Night

Dress: Casual
Venue: TBC

Advance booking enquiries: clerk@prguild.com 13

February 2007

Royal College of Arms Visit and Supper

Advance booking enquiries: clerk@prguild.com

March 2007

Winter Dinner

Dress: Black Tie
Venue and Speaker: TBC

April 2007

Annual Assembly

Members Only

31 May 2007

Mansion House Banquet with Guild of Educators

Dress: White Tie
Venue: Mansion House
Advance booking enquiries: clerk@prguild.com

21 June 2007

Summer Party

With the Mansion House event in May, we plan to convert our traditional summer event into a fun, fund raising party - music, dancing, tombola and much more!

Dress: Black Tie or Coloured Tie and Party Frocks!

Venue: Haberdashers' Hall
Advance booking enquiries: clerk@prguild.com

Guild Merchandise

We now have our very own merchandise! For the first time at this year's installation dinner, Guild Freeman and guests were able to buy Guild of Public Relations Practitioners cuff links and lapel pins, both of which show the new Guild banner (pictured below).



Prices are as follows:

Cuff links £35.00

Lapel pin £17.50

Cuff links and lapel pin £50.00

Orders, with cheques, made payable to The Guild of Public Relations Practitioners, to the Clerk c/o 83 Avenue Road, Southgate, London N14 4DH.

New Certificate and Frame

As featured in our last newsletter—you can now buy the new version of our certificate for Freeman (pictured below).



The price is a very reasonable £20 - orders to clerk@guild.com.

For another £22.50 + VAT you can also have your certificate framed - enquiries to:

Newgate Gallery, 59-60 Holborn Viaduct, London EC1A 2FD. Tel: 020 7236 2828
Email: gallery@newgategallery.com

New Freeman

Amanda Harvie, pictured below, received the Freedom of the Guild at Butchers' Hall on 28 September 2006 from newly installed Master, Carol Friend.



Joint Summer Banquet

On 31 May 2007, we are privileged for the second time in our very short history to be invited to the Mansion House - one of the most beautiful venues in the City of London.

Our host will be the Lord Mayor. This event will be organised jointly with the Guild of Educators. Please note dress is **white tie**.

Quiz Night—New Year

Following the success of last year's quiz, we will be looking to hold another in the new year.

Look out for separate details.

The Master: Carol Friend, FCIPR - carol.friend@pelleconsulting.com
The Clerk: Tim Statham, MA - clerk@prguild.com