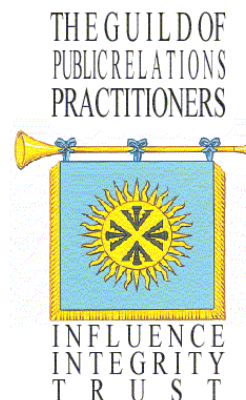


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DAVIES WARNS PR PRACTITIONERS NOT TO BECOME COMPLACENT

Mervyn Davies CBE, Chairman of Standard Chartered plc, has warned public relations practitioners that they must never become complacent if they are to retain their position as trusted advisers to CEOs. The comments came after a ceremony installing Gazprom PR Head Philip Dewhurst FCIPR as Master of the Guild of Public Relations Practitioners on Thursday 4th October 2007.

Una Riley MICPR, was installed as senior warden, Tricia Topping FCIPR middle warden and Kelly Freeman FCIPR junior warden.

In a speech to the Guild, Mervyn – who also chairs the Government's Business Council and is a director of Tesco and Tottenham Hotspur Football Club – delivered a hard-hitting analysis of some of the issues faced by today's global businesses and stressed how good communication has a vital role to play.

'As CEO of a world-leading bank, I demanded quick, creative solutions to unforeseen global issues such as SARs, 9/11 and Tsunami. I am fortunate that my PR advisers, both consultants and in house corporate affairs team, provide me with the right advice and help to make my job easier.

'But I do think that the PR business cannot afford to become complacent. We live in a fast-changing world where the internet and facebook have revolutionised global communications. PR practitioners must keep ahead of emerging issues, trends and techniques if they are to continue to be trusted advisers to the CEO in times of change,' he said.

Mervyn Davies was speaking at a packed dinner in the Ironmongers' livery hall in the City.

Philip Dewhurst commented, "Mervyn, previously one of the City's most successful CEOs, is a living embodiment of our Guild's principles of integrity, influence and trust. Throughout his astonishing career he has always showed a thorough understanding of the importance of public relations in today's global business environment."

Dewhurst emphasised the need for the Guild to continue to build towards Livery Status and emphasised its charitable function, "Our messages are simple: join us, get involved and recruit more members".

Describing what he wants to achieve during his tenure Dewhurst commented, "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".

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