

# impressions

ISSUE No 2, April 2004

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

## Her Master's Voice

The start-up of any organisation is a challenge and becoming Master of our Guild also brings with it a distinct sense of responsibility. For me, this was greatly heightened by the realisation that in the 800-year history of the City of London Livery, no Guild has ever failed to thrive and advance to full Company status. It is one good reason among many why we should all be determined to see the Guild of Public Relations Practitioners succeed in its objectives.



As our fourth birthday approaches in June, it is good to be able to report significant progress in establishing a framework on which the Guild can build and grow.

- Approaching 100 fully paid up Freemen or members of the Guild.
- Another 100 'friends', who attend some of our events but have not yet made the commitment to join and contribute to our work.
- Over £40,000 raised in charitable funds—a small start towards the initial objective of £150,000 in the Charitable Trust.
- Strategies that form the basis of the Guild's membership, education and charitable development programmes.
- A sound administrative infrastructure thanks to the efforts and efficiency of our Clerk, Gaynor Lintott.

Our purpose and motivators are Charity, Education and Fellowship. What better way to demonstrate our profession's sense of corporate social responsibility and contribute to that of the City of London? It's easy to do—become active in the Guild and encourage others to join who also want to give back to the community.

**Rosemary Brook FIPR**

## Annual Assembly

Members of the Guild gathered at St Bartholomew—the-Great on 24 March 2004 for our first Annual Assembly (*known in the more traditional language of the City as Common Hall*).

Enthusiastic input to our opportunities, challenges and planning, accompanied presentations by the Master and committee chairmen mapping out our progress on route to Company status, while delivering benefits to members, practitioners and the wider community.

• **Education:** Peter Rose launched the first steps in a mentoring scheme to support the development of young practitioners and for those pivotal moments we all face in our careers. **Members wishing to be considered for a mentor role will be required to attend a half day of training and to commit an average of one hour a month. Details have been sent to all members. Contact the Clerk for more information.**

• **Charity:** The Master, on behalf of Philip Dewhurst, provided briefing on plans for a major, annual fund-raising event as a City diary landmark to take our charitable contribution to the next level.

• **Fellowship:** Check out our future events calendar overleaf and look out for more details by email or post. A copy of The Master's full Report has been sent to all members of the Guild.



The Master: Rosemary Brook



Tim Halford

### Call for Court Assistant

**Nominations:** distributed with this newsletter is a briefing paper and nomination form for return by 21 May 2004. The Court will hold its election meeting on 15 June 2004.

### Call for Quiz night Hosts:

Guild Quiz Nights are proving a huge success in involving around 100 members and young practitioners while raising funds for our charity. Kaizo, Government Communications and BNF have hosted these events so far. If you could provide facilities for our next events, contact Senior Warden, John F. Gray on [jgray@stayahead.fsnet.co.uk](mailto:jgray@stayahead.fsnet.co.uk)



## Court Members

<b>Master</b>	Rosemary Brook, FIPR
<b>Deputy Master</b>	Sir Rowland Whitehead Bt
<b>Senior Warden</b>	John F. Gray, FIPR
<b>Middle Warden</b>	Mike Granatt CB, FIPR
<b>Junior Warden</b>	Carol Friend, FIPR
<b>Court Assistants</b>	Carrie Beeson, FIPR; Alison Clarke, FIPR; Philip Dewhurst, FIPR; Gina Field, MIPR; Tim Halford, FIPR; Anthony Peck, FIPR; Peter Rose, MIPR; Adrian Wheeler, FIPR; Jacqueline Wilson, MIPR
<b>Honorary Assistant Clerk</b>	Alderman Sir Gavyn Arthur; Colin Farrington, FIPR; Philip Willoughby Gaynor Lintott



## Communication

Junior Warden, Carol Friend, recruited three members to support continuing communication for the Guild at the Annual Assembly, when she highlighted the current initiatives:

- **Guild leaflet**—developed by The Master for member recruitment and as a core briefing document for our guests at events. Copies have been sent to all members. Printed or electronic pdf copies are available from the Clerk and will be posted on our website.
- **Impressions**—our newsletter will now be quarterly and distributed following our major events to keep members up to date with developments.
- **Website**—developed and hosted by the IPR as a contribution to the Guild, our new site is expected to be 'live' around the end of May 2004.

With that infrastructure all in place, external communication will be next on the action list.

## DIARY DATES 2004

**27 April 2004, 18.30-21.30**

### Quiz Night

Fox Hole Bar, 14 Grays Inn Rd WC1

**15 June 2004, 19.00 for 19.30**

**Summer Banquet**, HQS Wellington

**23 September 2004**

**Installation Service**, Wesley's Chapel

**23 September 2004**

**Installation Dinner**, Honourable Artillery Company

**November/December 2004**

**Seasonal Event**

**28 March 2005**

**Annual Assembly**

### Bookings and information:

Gaynor Lintott - 01483 536222, clerk@prguild.com

## New Court Assistants

Two new court assistants were installed in January 2004.



Carrie Beeson (left) and Gina Field (right) are shown with the Master.

## Six More Freemen of the Guild

In January 2004, five practitioners took the oath to become free men of the Guild.

From left to right: Tricia Topping, Maria Shammass MBE, Gillian Samuel, The Master, Crispin Manners, Nigel Dickie



Andrew Caesar Gordon took the oath to become a freeman of the Guild in March 2004.

## Singing for his Supper?

Alderman Sir Gavyn Arthur joined Guild members for a private, informal supper in January. As our sponsoring Alderman, his commitment to our development and to the professional practice of public relations in the City and beyond is unparalleled.

The evening was an opportunity for all of us to air views on various next steps for the Guild as well as quizzing Sir Gavyn on some of his global adventures.

*"Public Relations has a central role in helping organisations meet their obligations to stakeholders and the wider community. The Guild follows the fine tradition of the Livery by providing a forum to encourage high standards of professionalism and public service through charitable works and education. As its sponsoring Alderman, I urge all practitioners who value their profession and the contribution it can make to society to give the Guild their full and active support."*



**Alderman Sir Gavyn Arthur, Lord Mayor 2003**

The Master: Rosemary Brook - Rosemary.Brook@kaizo.net  
The Clerk: Gaynor Lintott - clerk@prguild.com