

impressions

ISSUE No 9, April 2006

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

His Master's Voice

We can all share some pride in the strides the Guild is making towards Company status. Our biggest recent event was the Winter Banquet. Guest of Honour was Ken



Follett, President of the Dyslexia Institute, my Master's Charity. It was a great pleasure to present him with a cheque from our Charitable Fund for the Institute. Ken's description of the Institute's work was the best mixture of passionate enthusiasm and pleasant humour.

We also unveiled our new badge, created by the Windsor Herald of the College of Arms. Its heraldic symbols capture the essence of PR. I confess to a growing affection for the protocol and symbolism of Livery events. Getting it right builds our status with the City – and adds to the fun, particularly for our guests.

A special pleasure has been representing the Guild at City events. Outstanding for me were the Butchers' 400th anniversary – graced by the tiniest and yummiest hamburgers imaginable, the Lord Mayor's Dinner and the Parish Clerks' Dinner. The Master Parish Clerk is Michael Stewart, who is also Solicitor to the CIPR. Their tradition of an open outcry, greeting each other by Parish name at gloriously high volume, is a bit of City magic. Our next event is the Summer Banquet on June 26 at Haberdashers' Hall, and we have as Guest of Honour, Michael Grade, Chairman of the BBC. Anyone who has ever heard him speak after dinner is already scrambling for tickets – don't miss out on yours!

MIKE GRANATT, CB, FCIPR

Winter Dinner – Pewterers' Hall 28 February 2006

'Dyslexia rules...KO...'

Pewter is an alloy, an alloy is a mixture and a magnificent mixture is just what Pewterers' Hall provided for the Guild and guests alike. A comfortable and impressive room, good food, well served, and a stimulating after dinner cocktail of wit, wisdom and sharp observations on charitable needs and impact, were beautifully realized. Five years on and the Guild has settled into

a neat three point structure for its formal dinners. Installation with a keynote speaker for the theme of the year, Spring with the Master's Charity highlighted and Summer with a banquet to remind us all that fun is an essential ingredient of every working day.

With Carol Friend, Senior Warden, on business duty in Vienna and listening to Mozart, Philip Dewhurst, Middle Warden, made the task of introducing Ken Follett, Britain's best-selling author of adult books and our Chief Guest, seem easy. As President of the Dyslexia Institute Ken Follett then gave a masterful lesson in the art of after dinner speaking and advocacy. He was at one and the same time entertaining and witty, warm and informative, sharp and serious. 'A nephew who could not see the joke in the 'FCUK' logo' was the Amusing, if edgy, wrapper of humour around an onion that revealed the price we all pay for illiteracy. From his tragic statistics linking recidivism to reading difficulties, to the joy of the dyslexic's discovery that reading difficulties could be resolved and that they weren't stupid after all, this was true story telling at its best.



New Freeman Anne Curtis chats to Peter Walker and other guests

His admission that his personal and financial support for the Labour Party had not resulted in any Government benefit for the Dyslexia Institute drew only wry smiles on the night. As events have shown, it is probably a good thing that, as Master, Mike Granatt has made the Dyslexia Institute Guild Master's Charity for the year then. For more information visit www.dyslexia-inst.org.uk

Report by Guild Freeman Peter L. Walker FCIPR



Guest speaker Ken Follett meets the Guild's former Master Rosemary Brook and other guests

Forthcoming Guild Dates:

Summer Banquet - 26 June ~ Haberdashers' Hall
Installation Service and Dinner - 28 September ~ Butchers' Hall



Christmas Quiz

The Quiz Night held on 30 November 2005 was a resounding success. The winning team were from Media Strategy.

£1,192 was raised for the Guild Charity fund and a good night was had by all.

Appreciation is extended in particular to Philip Dewhurst and Belinda Yates for organising a most enjoyable event and to Guild members for supporting the Quiz with such enthusiasm.

New Freeman



In December 2005, pictured with the Master, Anne Curtis, Brian Butler, Julia Hobsbawm and Karen White took the Oath to become Freeman of the Guild.



In February Simon MacDowall, Julian Cacchioli and Charles Reynolds also took the Oath to become Freeman of the Guild.

Members who have not yet taken the Oath can get further information from the Clerk to the Guild, Tim Statham at clerk@prguild.com

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

DIARY DATES 2006

16 May 2006 - 5.30pm Festival of the Sons of the Clergy Priority will be given to New Freeman

Venue: St. Paul's Cathedral
Advance booking enquiries: clerk@prguild.com

26 June 2006 Summer Banquet

Guest Speaker: Michael Grade CBE, Chairman, BBC
Dress: Black tie
Venue: Haberdashers' Hall
Advance booking enquiries: clerk@prguild.com

28 September 2006 Installation Service and Dinner

Guest Speaker: TBA
Dress: Black tie
Venue: Butchers' Hall
Advance booking enquiries: clerk@prguild.com

**PLEASE NOTE
OUR WEBSITE
ADDRESS:
www.prguild.com**

The new Badge appears on all certificates given to new Freeman. Existing Freeman who would like a new certificate with the new Badge can buy one for a small charge.
For more information contact clerk@prguild.com.

Carol Service

The Christmas Carol Service took place on 15 December at St Steven Walbrook followed by supper at the City University Club, Cornhill. Master, Deputy Master, Wardens, Court Assistants and Freeman represented the Guild in this joint event with the Worshipful Company of Wheelwrights.

New Badge



As unveiled at the Winter Dinner, our new Badge, pictured here, includes the following elements:

Heralds 'Gold' Horn:

A symbolic reference to the

announcements and pronouncement of news... a unified message.

The gold colour symbolises: solidarity, integrity, honour, generosity, prosperity and longevity.

High Sheriffs Banner:

Blue Background: Signifies 'clear blue sky' thinking and surprises.

The Ancient Sun:

Illusion to educate due to enlightenment; Sun rays – communication, heat, energy, radiance, strength, power, honesty, integrity, honour, everything gold, etcetera.

Arrowheads:

To infer listening and to indicate information coming in from the four points of the compass.

(Arrowheads were chosen as opposed to full length arrows that would get lost in reproduction – plus a bold modern effect was wanted by the Guild).

The Master: Mike Granatt CB, FCIPR - mikegranatt@luther.co.uk
The Clerk: Tim Statham, MA - clerk@prguild.com