

# impressions

ISSUE No 3, July 2004

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

## Her Master's Voice

In June 2004, our Guild celebrated its fourth anniversary, a tiny lifespan compared with most of the Livery Companies that are centuries old.



Even so, we now have almost 100 Freemen, an established programme of Court meetings, distinguished speakers at our dinners, and active education, charity and membership initiatives.

These include a mentoring scheme for all levels of practitioner, who may need a sounding board at pivotal turning points in their careers; plans for a major fund-raising event to boost the Charitable Trust's funds closer to the target for Company status of £150,000; and more fundraising Quiz nights, now regular highlights in our calendar, which extend the Guild's reach to young practitioners from all sectors.

In his recent lecture to the IPR AGM, Dejan Vercic reflected on the role and responsibilities of public relations in shaping relationships, reputations and responsible debate in our society. When PR is practised at its best, that's true. But it's not a view widely held outside our profession. I believe the Guild can make a difference - by becoming a forum through which the PR profession as a whole can manifest its contribution to the community in a variety of ways.

We have made good progress this year, thanks to the support of members attending Guild events and making an active contribution to committees.

With your continued support, especially in encouraging applications from new members, the Guild will go from strength to strength.

**Rosemary Brook FIPR**

## Summer Banquet

On Tuesday 15 June 2004, the City of London Guild of Public Relations Practitioners held its summer banquet on HQS Wellington, on the occasion of its fourth anniversary. With the reception on deck and, according to all those present, the best meal at any function for many a year, the event combined fellowship, fun, traditional ceremony and innovation with quality company.



Over £3,500 was raised for the Guild's charity while



humorous and insightful words came from principal

guest, Lord Chadlington, who responded to the toast to the guests by Junior Warden, Carol Friend, and then toasted the Guild.



## Court Elections

At the Guild Court meeting on 15 June 2004, elections took place that added two new Court Assistants to the team:

Alastair Eperon of Eperon Consulting and Brian Moore of Mantra.

The election of Guild Officers also took place and, with effect from September 2004:

- Master, Rosemary Brook of Kaizo will become Deputy Master
- Senior Warden, John F Gray will become Master
- Middle Warden, Michael Granatt CB of Luther Pendragon will become Senior Warden
- Junior Warden, Carol Friend of PIELLE Consulting will become Middle Warden
- Philip Dewhurst of BNFL will be our new Junior Warden.

## Charities

Charitable giving is one of the main purposes of the City of London Livery. Therefore, accumulation of sufficient charitable funds is one of the criteria that Guilds and Companies must fulfil when petitioning the Court of Aldermen for the grant of Company or Livery Status.

At present, a Guild must achieve a minimum fund of £150,000 to be considered for Company status, which rises to £300,000 for Companies seeking to join the Livery. Building the charity fund is not, in itself, a guarantee of progression but it is an essential requirement.

Our Public Relations Practitioners Charitable Trust has now raised just over £50,000 through donations by Freemen and fundraising activity. Details of our charity development policy have been sent to members.



Please pay your annual charity contribution (minimum £125) for 2004

## Court Members

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



## Member get Member

If you know somebody who is missing out on the fellowship, learning and opportunity to 'give back' through the charitable activities of the Guild and who you believe would contribute to the value we seek to add and the values for which we stand – get recruiting!

We have very close to 100 Freemen of the Guild as we write – a mix of senior in-house and consultancy players from private and public sector – and need to double our number for 'critical mass'. **SO, the challenge is for every member to get one more before the end of the calendar year.**

If you need copies of our Guild leaflet, membership application form and related notes, or need to check if an individual is a member, contact the Clerk at [clerk@prguild.com](mailto:clerk@prguild.com)

If you believe you can contribute a little more to our membership drive by working with membership committee chairman, Tim Halford, and his small group, please volunteer a few hours of your time, contacts and effort. They have target lists for corporates, City/financial pr firms, public sector seniors and need a target list of other London consultancies.

Contact [TIM@stonehengepr.com](mailto:TIM@stonehengepr.com)

## DIARY DATES 2004

### 23 September 2004

Installation Service, Wesley's Chapel

### 23 September 2004

Installation Dinner, Honourable Artillery Company. Speaker: The Rt Hon The Lord Heseltine CH

### November/December 2004 Seasonal Event

### 21 March 2005 Annual Assembly

Bookings and information:  
Gaynor Lintott - 01483 536222,  
[clerk@prguild.com](mailto:clerk@prguild.com)

## New Freemen



On 5 May 2004 three new practitioners took the oath to become Freemen of the Guild. Pictured left, from left to right: Paul Smith, The Master, Lesley Brend, Liz Andrews

Six new Freemen of the Guild took the oath to become members on 15 June 2004, immediately prior to the summer banquet. Representing a wide spectrum of public relations practice areas, the new Freemen were: (pictured from left to right)

Joanna Goodwin, Jutta Tarlan, Colin Browne, The Master Rosemary Brook, Lord Chadlington, Lisa Wood John Godfrey



## Calling All Mentors and Mentees

The Guild's mentoring scheme has two more places available for members who wish to become mentors in the first phase. This group will attend their half-day training and briefing session in the Autumn and will then be ready to take on their first mentees.

If there is somebody you know who is looking for the support of a mentor as they develop their career or face a pivotal moment in their working life, they can apply to be allocated a Guild mentor. More details on becoming a Guild Mentor or mentee from Peter Rose, chairman of the Guild's education committee at [petergrose@btinternet.com](mailto:petergrose@btinternet.com)

## Thanks

Thanks are due to many people in an organisation like the Guild. The individuals who give of their time through membership of the Court, chairmanship and membership of our committees, sponsors and hosts who give their services and facilities, speakers and supporters, all of whom help us to deliver effective, valued events and activities.

Particular thanks are due this quarter to:

Andrew Caesar-Gordon, Electric Airwaves SPONSORS of photography at the Freedom ceremony and summer banquet on 15 June 2004

Gaynor Lintott, Clerk to the Guild who is employed part time and works time and a half, at least, and tirelessly on our efficient administration and major event organisation.

The Master: Rosemary Brook - [Rosemary.Brook@kaizo.net](mailto:Rosemary.Brook@kaizo.net)  
The Clerk: Gaynor Lintott - [clerk@prguild.com](mailto:clerk@prguild.com)