

impressions

ISSUE No 6, May 2005

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

His Master's Voice

Recently I was a privileged guest at the Annual Lord Mayor's Banquet for the Masters of City Livery Companies. Being present in such a magnificent venue with the Pike Men, Trumpeters and splendour made me proud that we belong to the City. The following morning, at Saint Paul's Cathedral, other members of the Court joined me at the Annual Livery Guild Service followed by lunch with the Farmers and Fletchers in their City livery hall.



The traditions and history of those two days made me reflect on our own developing position in the City. Significantly, our Annual Assembly was held at the Stock Exchange where we received reports from our various Committees, listened to and learned from the Master of the Guild of Educators, sharing ideas and thoughts for the future over supper. Achieving full Company and Livery status is challenging but achievable including raising substantial funds for the Charitable Trust.

Reaching 'critical mass' will be best and most quickly achieved if each of us **recruits at least one new member**. No doubt we will all rise to the occasion and help reach half of that goal of 150 Freemen of the Guild this year.

Our Summer Banquet and the Communication Forums are ideal venues to invite guests including prospective members.

I look forward to seeing you all soon - with a new member or several.

Happy springtime.

JOHN F GRAY, FCIPR

Court Assistants

Three new Court Assistants were elected to the Court at our March 2005 meeting.

Tim Blythe, FCIPR, Director of Beattie Communications, who has served as an active member of our membership committee, was elected to the Court and will now take on chairmanship of our membership drive.

Una Riley, Managing Director of Euro Security Systems Limited, which she founded in 1985, took the Guild of Security Professionals to Company status as its Master and will be bringing very relevant experience to our own development.

Tricia Topping, MCIPR, Executive Chairman of Chime Public Relations, has an international perspective of our practice and a commitment to quality and professionalism that epitomises the ethos of our Guild and its members.

Annual Assembly at the Stock Exchange

Our Annual Assembly in March was a splendid occasion, held at the London Stock Exchange.

A reception provided members with the opportunity to meet and greet new and old friends before the formalities.



Master, John F Gray is pictured chatting with Mike Granatt, Senior Warden and our Clerk, Gaynor Lintott, is talking with her counterpart from the Guild of Educators



Dr Nicholas Carey, Master of the Guild of Educators speaking at the Annual Assembly

During the Annual Assembly itself, the Master, Deputy Master, Wardens and our committee chairmen reported on the Guild's progress in the past year.

Paul Kafka, director of communication of the Stock Exchange welcomed the Guild and Dr Nicholas Carey Master of the Guild of Educators shared his extensive experience of the Livery movement with members.

An informal supper followed, lively with the discussion of a room full of senior public relations practitioners covering the latest news and views on the City, our own professional practice and Guild matters. Fellowship and the sharing of knowledge are two of the tenets of the Guild that were significantly in evidence throughout the evening.

BOOK NOW for

Communication Forum: 18 May

Summer Banquet: 21 June

See details on next page





Clerk to the Court

As announced at our Annual Assembly, our Clerk, Gaynor Lintott, has very sadly resigned her position. Balancing the limited resources of the Guild with the high impact of a relatively new organisation and her other City commitments and opportunities is proving to be unsustainable.

John F Gray, as Master, says "I wish to pay tribute to Gaynor Lintott who will be leaving us as our Clerk in the near future. We wish her well, and are delighted that she has accepted the invitation to become an Honorary Liveryman of our Guild."

We have now finalised our recruitment of a replacement part time Clerk—Tim Statham—who will join us fully from 1 July. Members will meet him at our Summer Banquet. Gaynor will be effecting a complete handover of the role to our new Clerk shortly.



Gaynor Lintott

Master	John F. Gray, FCIPR
Deputy Master	Rosemary Brook, FCIPR
Senior Warden	Mike Granatt CB, FCIPR
Middle Warden	Carol Friend, FCIPR
Junior Warden	Philip Dewhurst, FCIPR
Honorary Treasurer	Anthony Peck, FCIPR
Court Assistants	Tim Blythe, FCIPR; Alison Clarke, FCIPR; Alastair Eperon, FCIPR; Gina Field, MCIPR; Tim Halford, FCIPR; Brian Moore, MCIPR; Una Riley; 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 Gaynor Lintott

DIARY DATES 2005

18 May 2005

Guild Communication Forum

led by Sir Nicholas Young, British Red Cross **new HQ**
Venue: British Red Cross, 44 Moorfields, EC2

Booking: Form available now
Personal Donations: £20 Min
Company Donations £25 Min
gray@stayahead.fsnet.co.uk

21 June 2005

Summer Banquet

Speakers: Broadcaster Angela Rippon and Editor of the Guardian, Michael White
Venue: Haberdashers' Hall 18 West Smithfield, EC1A 9HQ
Booking Form available 9 May
claire.wilson@pelleconsulting.com

20 July 2005

Guild Communication Forum

Speaker: Irish Ambassador His Excellency Daithi O'Ceallaigh
Venue: Irish Embassy, 17 Grosvenor Place, London SW1X 7HR
Booking form available soon

September 2005

Guild Installation Service and Dinner

Venues: St Bride's Church and Stationers' Hall
More details to follow

Bookings and information:
clerk@prguild.com

Congratulations!

Our congratulations go to John Clarke, a Fellow of our Guild, who was awarded the Order of the British Empire in the New Year's honours.

Charity Contributions

You will have received a request for your annual contribution to our Charity Trust. At present that contribution is set at a **minimum** of £125 if paying from a personal or sole trader account when the Trust can recover additional monies from the Inland Revenue. For those making their charitable contribution from a business account, the minimum payment is £160 because no tax recovery can be obtained.

A direct debit form has been provided to make this small contribution to the Guild's Trust even easier.

Currently our trust has funds close to £60,000 and has agreed to provide one bursary. To apply for Company status, the Guild's Trust needs to have a fund of £150,000. Our charitable development committee and the Court are reviewing routes to building that fund. Creative and financial inputs will be more than welcome.

New Freeman



Pictured left to right are Freeman who took the oath at our Annual Assembly in March 2005: Nicholas Parker of Daviesadam Limited, Mary Jo Jacobi of Shell, Master John F Gray, Peter Redican of Mantra International Limited, Alison Cryer of Representation Plus and Gavin Grant—Burson Marsteller

The Master: John F Gray - jgray@stayahead.fsnet.co.uk
The Clerk: - clerk@prguild.com