

impressions

ISSUE No 4, October 2004

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

His Master's Voice

I am honoured to be your new Master of the Guild of Public Relations Practitioners for the year ahead.

Our theme for the year, Contributing to Society

through Communication, reflects both the essence of the Livery movement and our own special skills.

Contributing allows us to supply, help and support others. We spend time involving people who have a common ideal or interest. We enjoy networking and, through the Guild, are seeking to share our professional skills to help charity, support younger people in our industry and take up the many real challenges that can make a difference in our society.

By participating in charity fundraising, mentoring individuals and more, our members of the Guild put something back into the world in which we live.

Through fellowship at our growing programme of events, we both give and receive enjoyment and the benefits of shared knowledge and information.

Throughout the year, our theme will only come to life through the support and commitment of all of our members.

I look forward to you joining us at our future events, helping with committee work and supporting our programme to contribute through communication.

JOHN F GRAY FIPR



New Team

At the installation service on 23 September 2004, John F. Gray became the new Master of the Guild. At the same ceremony, held at Wesley's Chapel, Mike Granatt was installed as Senior Warden, Carol Friend as Middle Warden, Philip Dewhurst as Junior Warden and Rosemary Brook, Master of the Guild for the past year, became Deputy Master.

The service was beautifully enhanced by music from Mezzo-Soprano Hyacinth Nicholls who sang Rutters 'The Lord Bless You', 'Such Lovely Things' by North and 'The Lords Prayer' by Malotte. She was accompanied by D Michael Gray, organist, who kept most of the congregation in the tune. The Reverend the Lord Griffiths officiated and delivered a sermon in well—practiced 'Thought for the Day' timing.

Installation Dinner

Over 100 members and guests enjoyed the annual installation dinner with apposite and witty speeches and toasts accompanied by the traditional Loving Cup ceremony around the multi-sprigged table.

The Reverend the Lord Griffiths spoke with charm and good humour, offering grace before dinner. A splendid meal completed, a sung grace followed. That will definitely require more practice and rehearsal before its next hearing.

Following the loyal toasts, Senior Warden, Mike Granatt proposed the toast to the guests, introducing principal guest, The Right Honourable the Lord Heseltine who responded with gusto and wit.



Broadcaster, Martyn Lewis, a guest of Junior Warden, Philip Dewhurst, with Lord Heseltine, principal guest, before dinner. "It's always the second question that gets you," Lord Heseltine said later, when he responded to the toast to the guests..

ately; and to articulate the case. He went on to confirm that anyone with an asset has to care what they do and what they say—a sentiment echoed by Alderman Sir Gavyn Arthur who, in his toast to the Guild, confirmed that all institutions today, particularly in the City, recognise the value of high quality public relations and its professional practitioners.



Lord and Lady Heseltine joined the throng at the pre-dinner reception. They are pictured with Rosemary Brook, centre, Deputy Master, Dickie Arbiter, IPR President, Ann Gregory and the Master, John F Gray

Commenting on his own career path, he counselled starting a business in your 20s, going into Parliament for the next 40 years and returning to the business in your 60s to enjoy the fruits of its success. On a more serious note, he highlighted three key skills for quality communication: the ability to absorb a brief quickly; to style the message appropriately; and to articulate the case.



One for the album. Pictured left to right are: Alderman Sir Gavyn Arthur, the Guild's sponsor; Lady Heseltine; Lord Heseltine; Mrs John Gray; John F Gray, Master; Lady Griffiths; Reverend the Lord Griffiths

IPRP
Guild

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



New Freeman



New Freeman Terrence Collis of Lloyds Bank shown with The Master on 23 September 2004.

DIARY DATES 2004

1 December 2004

6.30pm to 9.30pm

Charity Quiz Night

Fox Hole Bar, Weber Shandwick, Fox Court, 14 Gray's Inn Road, London WC1

16 December 2004

Christmas Carol Service,

With the Worshipful Company of Wheelwrights—limited tickets Holy Trinity Church, Sloane Street, London SW1

DIARY DATES 2005

10 January 2005

Guild Communication Forum,

World Politics led by Mary Jo Jacobi; Shell Centre

26 January 2005

Formal Dinner—venue TBC

Guest Speaker Trevor Phillips, Chairman of the Commission for Racial Equity

21 March 2005

Annual Assembly

Venue TBC

11 April 2005

Guild Communication Forum,

Communication in the Corporate World led by Ian Wright; Diageo

18 May 2005

Guild Communication Forum,

led by Sir Nicholas Young, City headquarters of the British Red Cross in Moorgate

14 June 2005

Summer Banquet

Bookings and information:
Gaynor Lintott - 01483 536222,
clerk@prguild.com

Making a Difference

From Charity Quiz Nights for you and your staff teams to pit their combined wits, general and trivia knowledge against peer groups to formal City dinners with colleagues and guests, there is something for every senior practitioner to enjoy in the Guild of Public Relations Practitioners.

Putting something back—making a difference—is a primary aim and our core theme.

We have established a mentoring scheme so that members can opt to contribute their experience to others who need support and guidance at key times in their career. A similar approach is now in development to channel members' pro bono activities in support of smaller charities.

A new series of Communication Forum meetings to explore key 'big picture' topics for senior practitioners have been added to the agenda to bring a new dimension to the year.

At our Annual Assembly, as well as an update from the Master and committee chairmen—education, membership, communication and charity—your inputs will be sought on more ways we can effectively contribute to society through communication.

Meanwhile, you can contribute to the Guild's continuing development by:

- **Offering a Quiz Night venue for 100+**
- **Becoming a Guild mentor—see right**
- **Building our membership**
- **Input ideas and themes for events**
- **Lending your creativity to our charitable fund-raising—and some resource to make ideas reality**
- **Joining in our programme of events.**

Thanks

Special thanks go to Rosemary Brook, Deputy Master, her staff team and employer, KAIZO, who provided the Guild with tremendous support throughout Rosemary's year as Master (2003-2004). She made, and continues to make, an outstanding contribution to the Guild and its work. She also personally provided and presented to our Clerk her official badge of office—an item of regalia missing from our small but essential portfolio of tradition.

Thanks, too, are due to our Clerk, Court and committee members and Chairmen .

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