

impressions

Issue No 14 December 2008

Newsletter of the City of London Guild of Public Relations Practitioners

New Master Una Riley formally installed

September and October were very busy months for the Guild, with events being held in September and the Installation of the new Master in October.

In September, the annual quiz night was held, once again, at Weber Shandwick (who also sponsored the food and drink). With double the number of entries this year, competition was fierce with eight teams vying for the top spot. The questions were built around the usual themes - history, music, literature, sport, news and current affairs, but this year's event culminated in a tie break between a team from the Ministry of Justice and from Precise Media. An attempt by a member from each team to sing a few verses of Robbie Williams' Angels - proved entertaining, but came no closer to deciding a winner, so a tie was declared, and a gauntlet laid down for next year's event. £1400 for the Charitable Trust was raised, which was an excellent result. The Trustees are very grateful to Precise Media and Glide Technologies for their sponsorship of the event.



sector to host an evening where an overview of the challenges facing the sector, can be outlined - and colleagues can discuss the issues under Chatham House rules. Colleagues who have attended these events say that it's a great opportunity to meet Guild members, raise professional issues, learn new approaches and share problems in a trusted environment. It is hoped that more events will follow during the course of the year, but the Master was very grateful to Jon for his support and hospitality.

received several honoured guests including Her Majesty's Lord Lieutenant for Greater London, Sir David Brewer - who was the main speaker for the dinner - and Lady Brewer. Also present were the Master and Clerk of the Worshipful Company of Security Professionals, and the Clerk of the Worshipful Company of Tax Advisers and his wife.

St. Paul's Cathedral

In October, the Master and Junior Warden were delighted to accept an invitation from the Worshipful Company of Musicians to Evensong and Supper at St Paul's Cathedral. They both took part in the procession of City Guilds and Livery Companies and were welcomed to the event by the Master Musician. The light buffet supper in the Crypt of the Cathedral was a good opportunity to meet Masters and Wardens from other Companies and Guilds, as well as to catch up with some familiar faces from our own Guild past and present.



(l to r) Phillip Dewhurst, Tim Purbrick, Una Riley, Major Kurth

Installation

On the 9th October, our new Master - Una Riley - was formally installed at the Priory Church of St Bartholomew the Great in the City. Afterwards, the new Master and Wardens and their guests processed to Cutlers' Hall, where an excellent reception and banquet awaited them. The new Master

The new Master proudly announced that the Guild is becoming formally affiliated to the Media Operations Group (Voluntary) of the Territorial Army and introduced the Commanding Officer of MOG(V) - Lt Col Tim Purbrick of the Queen's Royal Lancers - and his colleague Major Kurth of the London Regiment as official guests of the Guild. A small sub committee will be working closely with the newly affiliated Group to develop joint plans for mutual co-operation and assistance.

Also in attendance were the new Wardens - a full list of which follows: Senior Warden - Kelly Freeman; Middle Warden - Sir Gavyn



The New Master, Una Riley

Later in the month, Guild member Jon Bunn, Director of Public Relations for Prudential hosted a Master's 'At Home' event at the Pru. This was attended by a number of Guild members - and feedback from the event was very positive. The purpose of 'At Homes' is for a particular



Arthur; Junior Warden - Colin Farrington; and of course, the new Deputy Master - Philip Dewhurst - was also present with his wife, Joan.

College of Arms

The College of Arms proved to offer another attractive evening out for Guild members. On the 22 October the Guild had a private tour conducted by the Windsor Herald which enabled Freeman, Members and Guests to view the detailed work of the College and learn more about the history of Heraldry and the role of the Heralds. The tour visited the unique Records Room, which houses a fascinating and priceless collection of Records dating back to 1484.

Tower of London

On the evening of 6th November the Master and some Guild members went along to the Tower of London to attend the Ceremony of the Keys - the traditional locking up of the Tower of London which has taken place on each and every night, without fail, for at least 700 years. The importance of securing

this fortress for the night is still very relevant because, although the Monarch no longer resides at this royal palace, the Crown Jewels and many other valuables still do! The Master and members of the Guild had a good insight into the ceremony, followed by a fish and chip supper at the Yeomans' Club.

Future Fixtures

Carol Service:

The Carol Service & Supper is to be held on **Thursday 18th December**, at 6pm at St Bartholomew the Great, West Smithfield, & the Supper/Christmas party will follow immediately in the Cloister of the church, & will be catered by Smiths of Smithfield. Price for the supper is £45 per head. Please contact Guild clerk Virginia Rounding as soon as possible.

Winter Dinner:

The Guild's Winter Dinner will be held on **17th February 2009**, at Watermen's Hall. Further details will follow in due course, but please do make a note of the date in your diaries. On **10th June 2009** the Guild will be joining with the Worshipful Company of

Information Technologists for a joint Banquet at the Mansion House. As many of you know, our Founder Master Ric Gainsborough Foot was a Past Master Information Technologist, so it seems particularly appropriate that we should be joining with that Company to celebrate what will mark almost exactly 10 years since Ric and others came together to plan the formation of a Guild of Public Relations Practitioners (the proposal to form the Guild went to the Court of Aldermen on 18th October 1999). The Information Technologists are delighted that we will be joining them on that occasion, & I do urge you all to make every effort to attend & bring potential new members with you.

Website

Do remember to make a point of regularly looking at the Guild's website at www.prguild.org. The Master will be using the site throughout the year to keep you informed of her activities on behalf of the Guild, and the Clerk uses a Blog to post information about various events & opportunities open to members as they arise.

Modern History of the Guild of Public Relations Practitioners and the CIPR

Within the Livery Movement there are 30 Modern Companies which have been founded since 1926 - before which there was a gap of almost 200 years between the founding of the oldest of these Companies (the Honourable Company of Master Mariners) and the next youngest Company.

This Modern Group of Companies includes organisations representing a wide range of professions which would not have existed in medieval times...the Guild of Public Relations Practitioners is one of the 'Modern Livery' groups.

Our badge harks back to the symbolism of ancient times while depicting the modern professions of today. Looking more closely at the elements which represent our Guild, the symbolic Herald's Horn portrays outward communication while the arrowheads represent inward communication. The blue background portrays 'Blue Sky' thinking while the golden Sun with its rays reaching outwards suggests learning and education. So although we are part of the Modern Livery Movement our mission is aligned to all the other Guilds and Companies that have gone before us.

Not surprising then that our key objective is to achieve Worshipful Company status within the City of London. To do this we have to abide by the same rules as all other

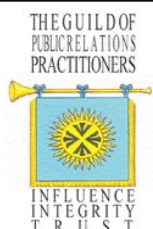
business sectors that decide to become involved with the Livery. There are Guilds that started around the same time that we were established (late 90's early 2000) who have gone on to attain full Worshipful status. The only thing stopping us from the next step in our progression towards Company status is our lack of obligatory funds!

It befalls all new Masters to steer their Guild or Company in the right direction pertaining to the specific needs of the day. During my year I would like to raise sufficient funds to enable us to petition for Company status. My target is £70,000...the irony is that my year has corresponded with the Credit Crunch! Like all City Livery Guilds and Companies we are perceived to represent the charitable arm of our profession. Amidst the many Associations and Institutes that exist in all business sectors those of the Livery

Movement are considered to be the independent charitable vehicles...and ours is no exception.

I recently attended the tenth anniversary party of the Director General - Colin Farrington (our Junior Warden) at the CIPR. Peter Walker gave a very interesting speech recalling back in 1998 when it was the Institute's 50th anniversary/Golden Jubilee year - he was the President at that time and as such was in the 'chair' when a number of landmark decisions were taken...one being the formation of a Guild.

Unlike most Livery Companies that are independent and seek Chartered status in their own right, it was from within the IPR that the go-ahead and support to Ric Foot (our first Master) to start the journey to establish a Guild to represent our profession was born. There-after a number of senior members of the Institute including past Presidents worked actively with Ric to become the Founders of the Guild of Public Relations Practitioners. Another unusual factor is that unlike other Guilds our swearing-in refers to the Code of Conduct of the CIPR...we are inextricably linked. Therefore, in my year I want to expand on this foundational relationship and explore not only our history with the CIPR...but also our future.



www.prguild.org

Events, membership and back issues of the Guild Newsletter are available online

Master
Deputy Master
Senior Warden
Middle Warden
Junior Warden

Court Assistants

Hon. Assistant

Ms Una Riley MCIPR
Mr Philip Dewhurst FCIPR
Mrs Kelly Freeman Dip CAM PR
His Honour Judge Sir Gavyn Arthur
Mr Colin Farrington Hon FCIPR

Ms Alison Clarke FCIPR
Dr Martin Dudley FSA CC (Hon. Treasurer)
Mr Tony Halmos FCIPR
Mrs Gaynor Lintott ACIPR
Mr Brian Moore
Mr John Morgan MCIPR
Mr Tony Peck FCIPR
Mr Leigh Richards FCIPR
Mr Philip Willoughby JP

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Past Masters

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Mr Mike Granatt CB FCIPR FRSA
Mr John F Gray FCIPR
Miss Rosemary Brook FCIPR