

## Role play scenario wows symposium

**T**HE prospect of IPR past-president Philip Dewhurst shooting grouse on his estate while IPR honorary treasurer Jon Aarons struggled to calm a green media campaign on his behalf brought light relief to the institute's third International Symposium in London on 5 April.

The IPR duo, posing as chief executive and PR director of a British oil company, were part of a 'socratic



*Spinning stories: Spinning is not always sinning, suggested Fleishman-Hillard's Kathy Lewton. She also featured as the PR executive for fictional oil company Libom.*

dialogue' session, sponsored by the Public Relations Society of America. Taking similar roles in a merging US oil company were Sam Waltz, PRSA immediate past chair, and Kathy Lewton, senior vice-president from Fleishman-Hillard, New York. Elizabeth Howard, a professional moderator, also from New York, guided the hypothetical

corporations through a fictional scenario that, for some of the audience at least, was all too realistic.

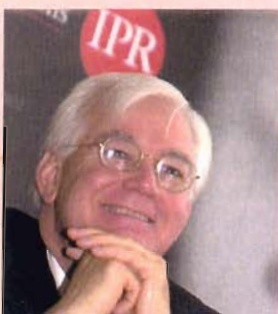
PRSA members played a full and welcome part in the packed programme at The Institute of Materials. Kathy Lewton and Sam Waltz were joined by Deanna Pelfrey from Louisville to debate the American view of spin doctoring, while PRSA treasurer Joann Killeen from

Los Angeles joined the UK's Text 100 co-founder Mark Adams to provide guidelines on the Internet and reputation management.

Global issues for PR were discussed by IPR president Alison Clarke and Joe Kelly, the corporate communications manager for Xerox Europe. After a solo British contribution from Stephen Jolly MIPR on psychological warfare, the day was completed by two transatlantic pairings: former IPR president Carol Friend and US litigation PR expert Alan Hilburg with an erudite explanation of 'working within the law' and Manning Selvage & Lee's Claire Spencer with PRSA chair Stephen Pisinski on PR's current buzzword – evaluation.

"The global picture is growing," said Alison Clarke, reporting her early experiences of working in Asia. "The 21st century will be a period of global communication for all of us in public relations."

Reflecting her words, the next issue of *Profile* will have a strong international flavour and will carry summaries of selected presentations from this International Symposium.



*Face the music: Be transparent in your communication, argued Sam Waltz; advice he later rejected in his fictional role of oil company CEO.*

## IPR and PRSA sign working agreement



*Closer encounters: At the signing of the IPR/PRSA agreement of intent are, back, IPR director general Colin Farrington and PRSA president Ray Gaulke with PRSA chair Steve Pisinski and IPR president Alison Clarke.*

**T**HE Institute of Public Relations and the Public Relations Society of America have agreed to work more closely together, particularly in the areas of e-commerce, education, measurement and evaluation, and ethics.

In the week of the institute's AGM and International Symposium, the PRSA board met in London (its first-ever meeting outside the US) and joined IPR members at several events including a business meeting with the IPR executive committee on 7 April.

There the following declaration was signed by both sides:

*The IPR and PRSA support the need to globally advance our profession at a critical and exciting time and to enhance its value to society. We have explored areas of mutual interest including ethics, education, accreditation, professional development and new communications channels. We share the view that the time is right for global associations to form a framework for mutual international cooperation.*

Both organisations are currently reviewing their code of conduct and will be liaising on this revision to ensure that both codes uphold the same principles and ethics. The IPR and PRSA will also be working together on education, comparing accreditation for courses, looking at a common core syllabus and agreeing a basic course structure and areas it should cover.

Strengthened membership links will also be examined with a view to exchanging member privileges such as reduced joining fees and publication packages. Sharing research information over the Net will also be possible.

Milestones will be set to monitor progress and there will be an update in October. *Colin Farrington reviews the PRSA link on page 14.*

## in brief

### GLOBAL INTEREST

THE International Group is now a special interest group of the IPR, looking at specific issues and matters of common concern to PR practitioners working across global boundaries.

The group is looking for members who are based in the UK but work on an international level. Those who are interested in joining should contact the IPR on 020 7253 5151 e-mail [info@ipr.org.uk](mailto:info@ipr.org.uk)

### TAKE HEART

FORMER North West chairman Ann Caves, three years on from a disabling stroke, is helping to raise funds for a unique blood pressure and heart research unit in Stockport due to open later this month. IPR members who can help by donating prizes for an auction can contact Ann on 0161 366 1477. Donations payable to Stockport Blood Pressure and Heart Research Centre can be forwarded to her at 4 Coombes Avenue, Gee Cross, Hyde, Cheshire SK14 5NZ.

### N IRELAND LAUNCH

LIBERAL DEMOCRATS leader Charles Kennedy welcomed the launch of the Northern Ireland Government Affairs Group at Stormont on 23 March.

Said vice-chairman Glyn Roberts AMIPR: "Our group has been set up in response to the tremendous interest shown by local companies, charities and trade associations in the devolved administration." Further details from Glyn on 07867 536414.

### NEW TRUSTEES

FIVE new trustees have been appointed to the IPR Benevolent Fund. They are Harvey Thomas, Janet Hildreth, Philip Barron, Peter Jackson and June Beedham. They join current trustees Peter Hunt (chairman), Ken Cook, Pat Bowman, Kevin Traverse-Healy and John Gray.