

NetworkNEWS

2011 Programme of events announced

Our GPRG calendar of events for 2011 has now taken shape, with a mix of practical workshops and topical seminars lined up for the year ahead.

Covering a range of current communication industry issues, we hope our upcoming series will prove to be insightful, valuable and enjoyable for all our members.

Following on from our successful 'An Audience with Jeremy Cresswell' event in February, we are organising a **'Plain English and Writing Skills' workshop at Robert Gordon University's Business School, on Tuesday, March 29.**

Aimed at students and young PR professionals who are starting out in the industry, the event will see Robert McAllister provide useful hints and tips on writing skills for the communications industry, through – for example – discussing positive and negative examples.

A question and answer session to round off the evening will also provide attendees with the opportunity to ask Robert – who has over 20 years' experience as a news journalist in weekly, morning and evening newspapers, a public relations practitioner, a professional writer and a plain English expert – what his opinions are on any specific points or queries they may have.

On April 19, we will host a 'Social Media Master Class' with Rob McNair – Chief Strategic Officer of mycleveragency –

who previously played a key role in positioning bigmouthmedia as Europe's largest digital agency.

With Rob set to discuss and detail a host of opportunities and challenges relating to the communications tool – including how to utilise social media in business and what happens when a social media campaign goes wrong – attendees will have the chance to glean information from a true expert of the field.

In May, we will organise our annual 'Careers in Communication' session at Robert Gordon University, whilst our June event will focus on 'Selling into the Media'.

After the summer break, we will have our **social night in September**, before we organise a **'Multi-Agency' event**, which will look into how multiple agencies from differing disciplines come together to devise and implement a communications campaign.

To finish the year off, **our November event will concentrate on emergency response communications.**

We will of course keep you updated as and when final details for these events are firmed up.

New feature... A day in the life of...

An all new feature on the Grampian PR Group website gives you the chance to enjoy an 'interesting' insight into some familiar faces from the local PR and communications industry. Our first instalment features one of our Co-convenors, the one and only Mr Michail Tzouvelekis. To give you a taster, here's a sample of the nuggets of wisdom shared by Michail. **Experience?** "...is the most

brutal of teachers. But you learn, my God do you learn" (C.S. Lewis) **Qualifications?** BA (Hons) Corporate Communication/ MLitt Strategic Studies **What's the best part of your current role?** Maersk Training is a new company, so I can influence and shape things more by having joined early on. **What's your favourite film?** I couldn't pick just one as a favourite. The film I have seen the most times is

probably Goldfinger. James Bond (as the lethal laser beam gets closer): "Do you expect me to talk?" Auric Goldfinger: "No, Mr Bond. I expect you to die!" **What's your ideal job, other than this one?** Investment banker, so I could earn millions and have impunity, no matter what I did. **Favourite saying/quote?** "In life, you can't have everything. Because if you did, where would you put it?"

Head to our website – www.grampianprgroup.co.uk – for the full, unedited version!



2011 Events series gets underway with Jeremy Cresswell



To kick off our 2011 programme of events, we had 25 people make their way to Aberdeen's Transition Extreme for 'An Audience with Jeremy Cresswell'.

Editor of The Press & Journal's 'Energy' supplement, Jeremy provided an interesting insight into his own career path and discussed some of the major talking points in the energy sector in the last year – and, specifically, how his publication covered the events.

Highlighting his passion for unearthing and

breaking stories, Jeremy – who is also the founder and chairman of AREG (Aberdeen Renewable Energy Group) – spoke, for example, on some of the challenges involved in remaining objective in his writing.

To conclude the evening, the floor was opened up for questions, with a number of attendees keen to get Jeremy's expert thoughts on a range of issues, including what he expects from a press release.

New committee line-up for 2011

We're delighted to announce that the GPRG committee has been bolstered with a number of new recruits.

Amongst those coming on board for 2011 are Sarah-Jane Milne, PR Account Manager at The Big Partnership, Ashley Ross – PR Manager at Exclamation Marketing – and Andrew Spence, Policy & Communications Assistant at Aberdeen & Grampian Chamber of Commerce.

We're also extremely pleased to welcome two Robert Gordon University student representatives to the committee.

Zoe Barbour, a Communication and Public Relations student, and Titilayomi Fakorede – who is studying for a MSc in Corporate Communications and Public Affairs – will help ensure that the issues and opinions of local communication students are voiced as we drive the Group forward in the year ahead.

Win-win opportunity to support local events management students

As part of a win-win opportunity, GPRG members have the chance to support local university students, whilst receiving a helpful hand to manage events.

For the 2010/2011 academic year, Robert Gordon University (RGU) launched an all new Events Management course, which combines a mix of core management and specialist event management modules.

A major element of the degree involves work experience, with students required to individually clock up 100 hours worth each year, in order for them to graduate with 400 hours of experience at the end of the four year course.

The placement aspect of the degree has been devised to be as flexible as possible, with the students able to work on a host of different

projects, with a variety of organisations.

Therefore, if you're organising a relevant, local event, you can receive assistance from students on the course – and help them chalk up more hours.

As part of our commitment to supporting young talent, the GPRG is providing students with the opportunity to get involved with organising our very own events.

If you would like further information on enlisting the help of students, then please contact the Events Management course leader, Daniel Turner on 01224 263 845 or 07779 035 451 or via d.turner@rgu.ac.uk

CONTACT US

Grampian PR Group is run by a committee of volunteers comprising:

Alaina Donald (Co-Convenor)
AVC Media Enterprises
01224 248007
adonald@avcmedia.com

Michail Tzouveleakis (Co-Convenor)
Maersk Training ResQ Ltd
01224 228148
mtz003@maersktraining.com

John Brown (Treasurer)
Design for Business
01224 875080
jb@design-for-business.com

Paul Beaton
Mackenzie PR
01224 580188
paul@mackenziepr.co.uk

Dawn Campbell
Bread PR
01224 615853
dawn.campbell@breadpr.com

Izzy Crawford
Robert Gordon University
01224 263820
i.c.crawford@rgu.ac.uk

Kirstin Gove
AVC Creative
01224 248007
kgove@avcmedia.com

Lyndsey MacDonald
ASCO
01224 580396
lyndsey.macdonald@ascoworld.com

Sarah-Jane Milne
The BIG Partnership
01224 615006
sarah-jane.milne@bigpartnership.co.uk

Neil Moir
Aberdeenshire Council
01224 665108
neil.moir@aberdeenshire.gov.uk

Ashley Ross
Exclamation Marketing
01224 561180
ashley@exclamationmarketing.co.uk

Andrew Spence
Aberdeen and Grampian
Chamber of Commerce
01224 343925
andrew.spence@agcc.co.uk

Andrew Youngson
Robert Gordon University
01224 262389
a.c.youngson@rgu.ac.uk

STUDENT REPRESENTATIVES
Zoe Barbour
0704366@rgu.ac.uk

Titilayomi Fakorede
titilayomi-fakorede@gmail.com