

NetworkNEWS

Save date for 2009 Media Ball



Preparations for this year's Media Ball are well under way, with the Grampian PR Group announcing further details

on the event of the year for Aberdeen's media, PR and marketing community, which is taking place on Friday, October 23, 2009.

Being held at the Marcliffe at Pitfodells, the event promises to be an evening of fine dining, networking and entertainment.

Following a drinks reception, guests will be treated to a sumptuous three course meal.

BBC presenter Mark Stephen will speak after dinner, before lively ceilidh band Shindig then take to the stage.

The event offers the opportunity to network with 300 media professionals, whilst raising funds for Aberdeen's Reading Bus and NUJ (National Union of Journalists) Extra.

There are some sponsorship opportunities still available for

companies interested in getting involved in the Media Ball, in return for great branding exposure.

To find out more about the sponsorship packages, please contact Shannon Tubby at s.tubby@abdn.ac.uk or Katrina Dunbar at katrina.dunbar@bigpartnership.co.uk

EVENTS CALENDAR

OCTOBER

Meet the media –
Tuesday 6 October 2009
Northsound visit

Grampian Media Ball –
Friday 23 October 2009
The Marcliffe at Pitfodells

NOVEMBER

New media seminar

The Group is always looking to hear from members on any event ideas. Please forward any suggestions you have to Katrina Dunbar - Katrina.Dunbar@bigpartnership.co.uk

Supporting young talent

The latest 'awards season' gave the Grampian PR Group the opportunity to once again recognise the achievements of local communication and media students.

Martin Wright, 23, scooped the Grampian PR Group award for Top RGU Corporate Communication Student, after securing a first class honours degree and consistently impressing his lecturers with a high standard of work.

Lauren Smith, also 23, won the Grampian PR Group prize for the Top PR Student at Aberdeen College, through excelling during her time there, where she has achieved an HND in Communication with Media.

Morven Mackenzie, Co-convenor of the group, commented: "The Grampian region boasts a wealth of PR talent and experience and as



a group we are delighted to support new graduates coming into the profession and recognise the hard work which goes into forging a career in this competitive industry. We wish both Martin and Lauren well for their future studies and careers."

One great example of practically supporting young and emerging talent has seen a previous Grampian PR Group prize winner provide a fellow awardee with an insight into the world of corporate communications.

Michail Tzouvelekis – who won

the Top RGU Corporate Communication Student award in 2005 – gave James Callander, who picked up the 2008 prize for the Top PR Student at Aberdeen College, the opportunity to complete a six-week work placement at Pöyry, where Michail is the stakeholder relationship manager.

James felt the placement provided him with valuable practical experience, commenting: "It was really interesting to see how the various communications methods we learn about in the lecture theatre are put into practice in the work place."

Anyone who would be interested in accommodating a placement student should contact RGU Business School's placement office on 01224 263837

Summer social event

To round off an extremely positive first half of the year for the group, we held a summer social evening in June and were delighted to have the event so well attended.

Around 50 people made their way to the Forum for the opportunity to meet and mingle with fellow communication professionals in a more informal setting – with the help of a little drink or two.

With the emphasis on attendees enjoying a relaxed evening, co-convenors Katrina Dunbar and Morven Mackenzie gave a brief welcome, highlighting recent developments whilst also giving a taste of what's on

the horizon for the group, before urging everyone to 'go forth and have fun'!

After some 'refreshments' and food, everyone gathered for an impressive performance from Alan Innes of COMAGI Corporate Magic, which demonstrated his fascinating people reading skills, and psychological persuasion and hypnotic techniques.

Alan amazed attendees with a range of tricks, some of which involved him employing the help of, or rather roping in, some of the braver – or unlucky – members of the audience.

Big numbers attend crisis communication event

Our latest event – which focused on crisis communications – saw 60 people head to the Double Tree Hotel in Aberdeen for a highly insightful and interesting evening of presentations.

We were extremely pleased to have two vastly experienced and respected communication professionals on hand to provide attendees with a taste of the procedures followed and measures taken, in response to recent local incidents.

Laura Gray, director of communications, NHS Grampian, first shed light on the work the communications department was involved in earlier in the year relating to swine flu, and the period when the first case of Influenza A (H1N1) was detected in the Grampian region.

Laura broke down the various

planning arrangements and procedures which had been devised for such a situation, what exactly the communications office at the organisation was responsible for and, specifically, the PR and media activities organised and executed in an effort to distribute accurate and non-speculative information.

Graham MacEwen, internal communications co-ordinator at BP, then guided attendees through the efforts of the company in responding to two helicopter incidents – the controlled ditching just off the ETAP platform in February, and the tragic crash off the North-east coast in April.

Graham explained the procedures implemented by the company during the incidents and the valuable lessons learned from a communication perspective, and



Graham MacEwen, internal communications co-ordinator at BP, highlighted the company's efforts in responding to recent incidents, including the tragic helicopter crash off the North-east coast in April.

highlighted the importance of effective internal communication with staff during such situations.

During the Q&A opportunities, both Laura and Graham were asked quite a number of questions, reflecting how interesting those who attended found the presentations.

Further events announced

Our series of events continues with a further two dates to round off what has been a very successful 2009 programme.

Northsound is to host one of our ever popular 'meet the media' events on **Tuesday, October 6**.

The visit will provide attendees with the opportunity to tour the studio, as well as see the working processes of the station – from receiving a press release or advert to the Northsound team broadcasting live on the air.

There will also be a finger buffet and networking opportunity.

Places are limited to 25, with bookings costing £15

for members and £20 for non-members.

To reserve a place, please contact Andrew Youngson at andrew@aiyf.org

In addition to this, in November we will be holding an event which will focus on social and new media in communications.

With in-house and agency case studies, discussion will centre around the tools available to PR practitioners and how best to utilise these in a professional communications context.

Further details will be circulated to members once confirmed.

We want to hear your news

Please don't forget to get in touch with any interesting developments for our 'Members' News' section.

From new appointments to business growth stories, we would love to hear from you.

To share what is going on in your organisation, please contact Vicky Florence at vflorence@trickerpr.com

CONTACT US

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

Katrina Dunbar (Co-Convenor)
The BIG Partnership
01224 615016
katrina.dunbar@bigpartnership.co.uk

Morven Mackenzie (Co-Convenor)
Mackenzie PR
01224 580188
morven@mackenziepr.co.uk

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

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

Dawn Campbell
Silver Star Communications
01224 564724
dawn@silverstarcommunications.com

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

Vicky Florence
Tricker PR
01224 646491
vflorence@trickerpr.com

Britta Hallbauer
Oil & Gas UK
01224 577331
bhallbauer@oilandgasuk.co.uk

Julie Harper
Harpers
01464 820011
julie@harpercontracts.com

Mary Ofem
Mayerrs Consultant Ltd Aberdeen
01224 488938
meofem@aol.com

Shannon Tubby
Aberdeen University Students' Association
01224 272982
s.tubby@abdn.ac.uk

Andrew Youngson
Exclamation Marketing
01224 561180
andrew@exclamationmarketing.co.uk