

NetworkNEWS

Looking forward to the New Year

With Christmas and New Year fast approaching, Grampian PR Group (GPRG) is looking forward to 2010 with a resolution for an even more successful year and increased membership!

2009 has been an important year for the group with a new committee line up and revamped website, thanks to West End Computers. Membership has reached over 150, the largest in the history of GPRG, and we are hoping to make the 200 mark next year.

Members can expect an eventful year for 2010 with an extensive events programme already pencilled in. Expansion of GPRG's offering is also on the cards as we aim to forge links with CIPR in the New Year to provide cross-network opportunities.

Application for 2010 memberships is now open and you have until 31st December to sign up.

Visit grampianprgroup.co.uk for further information and to download an application form.

2010 GPRG events

The event schedule for next year is now shaping up. Following your feedback we have devised a provisional plan for training and networking events in 2010.

Kicking off the year we hope to hold a joint event with the CIPR in February, followed by another of our popular meet the media sessions in March. In April there will be a Question Time style political communication

seminar before May's annual careers event. The first half of the year will be rounded off with a summer social in June.

Crisis communication will be a focus in August and the Media Ball will take place in September.

The penultimate workshop of 2010 will look at the move to online journalism in October, before finishing off the year with a public sector focus. Further information will be sent out once details have been confirmed.

EVENTS CALENDAR

FEBRUARY

A move to online journalism

MARCH

Meet the Media

APRIL

Question Time Debate (pre election)

MAY

Careers Event at RGU

JUNE

Summer Social

AUGUST

Crisis Communication

SEPTEMBER

Media Ball 2010

OCTOBER

TBC

NOVEMBER

PR event focusing on the education/public/universities sector

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

Get ahead at Aberdeen Business School

The launch of a new course at Robert Gordon University is to provide a stepping stone for marketing professionals who may not have existing qualifications. The Postgraduate Certificate in Marketing is ideal for anyone who has industry experience, but doesn't have a first degree.

Through part time and online study, you can complete the course while still working full

time. Over seven months students will gain insight to the principles of marketing, sales, new media and online marketing.

Equally the postgraduate certificate, which has its first intake in February 2010, is suitable for those looking to diversify or break into marketing at junior level.

Also providing a platform to

go on to further study, the certificate exempts students from a core module in the MSc International Marketing Management, MSc International Marketing Management with Retailing, or MSc Corporate Communication and Public Affairs.

To find out more about the Postgraduate Certificate in Marketing visit rgu.ac.uk/advantage or call 01224 262203.

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ADVANTAGE ABS

Social media specialist shares his expertise



Over [insert number]X people found out how Ms Irlweg could cost you your job at the final GPRG event of 2009. At the social media event, Scott Graeme, Head of Digital Media at The Big Picture, offered a fascinating insight to all things digital from Twitter to YouTube.

Scott enlightened the audience about the pitfalls and potential of social media, using the example of United Airlines in their battle with Dave Carroll.

The unhappy customer, who is also a talented musician, took his fight to the internet and won over the 3.5 million people who watched his video on YouTube about United Airlines breaking his

guitar and their subsequent bad customer service.

Dave Carroll's story showed the perils of ignoring the importance of social media, and Scott then went on to highlight the tools PR practitioners can use to reach audiences in the digital era, from blogging and podcasting to social networking.

On a more local level, Scott also

discussed the Union Square teaser campaign which ran before the full scale advertising. Utilising the web, a site was established where people could post 'Things they thought they'd never...' and it exploded virally, getting posts from around the world.

After the insightful presentation, the floor was opened up for a Q&A session where Scott offered advice on how companies can take social media forward in their communications, and discussed how it can be utilised in different sectors from charities to business-to-business markets.

For further information about Scott and his work at the Big Picture visit big-picture.co.uk.



Media Ball cancellation

Following requests from members and those attending in 2008 GPRG had decided to run the Media Ball again in 2009. Unfortunately due to the current economic climate we were have been unable to secure the attendance levels required and the Ball was put on hold until next year.

We are forging ahead with plans for 2010 and are currently in talks with key potential sponsors. There will be a number of sponsorship opportunities available. If you are interested in supporting the event, please contact Katrina Dunbar at katrina.dunbar@bigpartnership.co.uk

Tell us what you think

The 2009 GPRG membership survey is out now. Please take a few moments to complete and return the questionnaire. Not only does your feedback shape the events programme we offer, but it is also crucial in determining the future direction of the group.

All responses will be completely anonymous. The deadline for returning completed questionnaires is 31st December 2009. To find out more information or access fill out the questionnaire please go to grampianprgroup.co.uk.

Shout out in Network News

Share your organisation's good news with the GPRG network. Whether you have a new team member on board or any other exciting developments, shout about it through the GPRG newsletter. Send your story, with a picture if possible, to Vicky Florence at vflorence@webershandwick.com

CONTACT US

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

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