

Communications and Reputation Management

Communication is the real work of leadership - Take care of your reputation, it's your most valuable asset!!

Thursday, 15 June 2017, 8.00am – 10.30am

Institute of Public Administration, 57-61 Lansdowne Road, Dublin 4

A light breakfast will be served at 8am and the proceedings will commence at 8.30am

Ensuring that leaders and organisations effectively communicate their message to their stakeholders, customers and wider public and also manage reputational risk and issues that can impact on their image, brand and profile are key priorities. Wider reputational management and media presence and profile are taking on an ever increasing importance for governance and leadership teams in companies, state bodies, public agencies, charitable and voluntary organisations and indeed in all walks of life.

Technology has changed the way organisations communicate with stakeholders and expectations in relation to transparency, open access and speed of response present new and evolving challenges.

This special event will focus on the essential features of good communications, the evolving role of public relations, the increasing prominence and impact of technology and key lessons for effective media management and more.

Who Should Attend?

This event will be of interest to board members, senior managers and those who have a public relations and media role within organisations.



Fran McNulty

Fran is a journalist with RTÉ. A presenter with Morning Ireland and also a reporter, he has covered some of the biggest global and domestic stories of the last decade and for the past four years he has worked with the National Broadcaster's premier television current affairs programme, Prime Time. Fran's journalism has scrutinised public spending, examined abuses in the fishing industry, exposed significant issues in the agricultural and food production sectors and shone a light in some of the darkest corners. From County Longford, Fran worked in local and regional newspapers and radio before joining RTÉ in 2005.

Panel Contributors

There will also be an expert panel of PR and communications practitioners who will contribute their own insights and perspectives on the range of relevant topic areas. Panellists include:



Sean O'Neill

Sean is Director of Corporate Communications at Transport Infrastructure Ireland.



Laurie Mannix

Laurie is Director with MKC Communications. She is one of Ireland's most experienced PR practitioners providing strategic insights in corporate communications and reputation management.

Time & Location

The event will take place on Thursday, 15 June 2017 at the IPA, 57-61 Lansdowne Road, Ballsbridge, Dublin D04 TC62.

A light breakfast will be served from 8.00am. The presentations and open forum discussions will commence at 8.30am and conclude at 10.30am.

Cost and Bookings

Members of the Forum may nominate up to **two** participants to the event without charge. The cost for additional nominees is €100 per person. The cost for non forum members is €140 per person.

Bookings can be made using the attached booking form or by contacting Jane Greer at the IPA (jgreer@ipa.ie).