

# Reputation Management and Media Relations

**Thursday, 14 June 2018 - 8.00am – 10.30am**

Institute of Public Administration, 57-61 Lansdowne Road, Dublin D04 TC62

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



We live in a faster-moving, more complex environment in which people’s time and attention spans are more limited than would have been the case in previous eras. In this environment, a headline – even if inaccurate – can create a spiral of news and attention, which can take on a life of its own and have reputational implications for an organisation and the individual(s) involved. Many years of hard work in building a reputation can be undone overnight.

It is in this context that we bring together three very experienced speakers to discuss the key building blocks of reputation management and protection for public bodies and public benefit entities and to consider how to engage in effective media relations, particularly in an era whereby “new media” channels have such an influence. We will also consider other key relationships such as the relationship with the Oireachtas and its members.

Among the questions to be considered by the contributors will be:

- How do we effectively build, nurture and protect our organisational reputation?
- How do we build effective relationships with key influencers, including the media and Oireachtas?
- Are there any changes required in *modus operandi* in the context of the ‘fake news’ phenomenon?
- What needs to be done differently now given the influence and pervasiveness of “new (social) media” channels?
- What are the key dos and don’t’s in terms of reputation management and media relations?

## Guest Speakers:



**Dr. Kieran Fitzgerald** is a Commissioner at the Garda Síochána Ombudsman Commission (GSOC), having been originally appointed Commissioner in December 2011 and reappointed for a second term in December 2016. Prior to becoming Commissioner, Kieran was Head of Communications and Research for GSOC (since 2007). Before joining GSOC, Kieran had been a producer, reporter and researcher with RTÉ, working on programmes such as Prime Time and Liveline, and was News and Current Affairs Journalist of the Year in 1999.



**Elizabeth Arnett** is Head of Corporate Affairs at Ulster Bank Plc, a role which includes responsibility for media relations and public affairs. Prior to joining Ulster Bank in April 2017, Elizabeth had been Head of Communications and Public Affairs at Irish Water and was the main spokesperson for the organisation, appearing on Prime Time, Morning Ireland, The Sean O’Rourke Show and other news programmes. Prior to Irish Water, Elizabeth had been Director and Head of Project Communications at RPS Group.



**Feargal Purcell** joined Edelman in January this year as Director of Public Affairs having served as Irish Government Press Secretary from 2011 – 2017. He leads the Public Affairs division, drawing on extensive political and communications experience in providing clients with strategic counsel on Government relations, reputation management, crisis management, policy development and media positioning. Feargal was appointed as Government Press Secretary by Taoiseach Enda Kenny TD. in March 2011 and had responsibility for coordinating and managing all Government communications and was principal communications advisor to the Taoiseach up to 31 October 2017. Prior to this, he spent over two years as Deputy Director of Communications for Fine Gael and then Head of the Fine Gael Press Office. Before entering politics, Feargal served as an officer in the Defence Forces for 18 years serving overseas on a number of occasions.

## Time & Location

The briefing will take place on Thursday, 14 June 2018 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 briefing without charge. The cost for additional nominees is €100 per person. The cost for non-forum members is €175 per person. Bookings can be made by using the attached booking form or by contacting Rebecca Cooney at [rcooney@ipa.ie](mailto:rcooney@ipa.ie) or ph: 01-2403657.

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**Organisation Name**

**Phone**

**Key Contact Person**

**Email**

## Delegate Details

**Name**

**Email**

**Name**

**Email**

**Name**

**Email**

**Name**

**Email**

**Governance Forum 2018 Member?** (please tick)

Yes

No

**Invoice Address**

**PO Number (if relevant)**

## Bookings

This form can be submitted by email using the Email button above OR printed and sent to:  
Rebecca Cooney, Governance Forum, Institute of Public Administration, 57-61 Lansdowne Road, Dublin D04 TC62  
Email: rcooney@ipa.ie | Phone: 01 240 3657

## Governance Forum Membership

For details on joining the Governance Forum, contact Rebecca Cooney, Governance Administrator at the IPA.  
Telephone: 01 240 3657 or Email: rcooney@ipa.ie