COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

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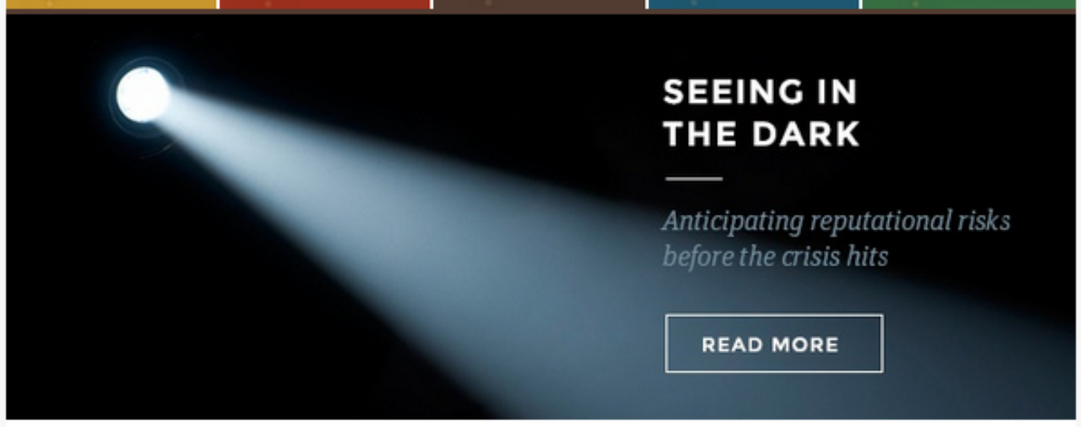

Welcome to the February issue of Communication Directory.

Crisis. Is there a word that strikes more fear into the heart of a communications professional? When your game is reputation, a poorly-handled predicament can have devastating short and long-term effects. It is up to communicators to help their organisations implement a comprehensive reputation risk management strategy. As unpredictable as crises can be, the correct procedures may well save reputations, money and lives.

Beyond our exploration of crises management, this February edition of Communication Directory covers the latest job positions and personnel changes in the field and highlights some of the key events in the communications calendar. In addition, our Facts & Figures section takes a look at media influence dynamics in the world of EU public affairs.

Our first print edition of the year is due out at the end of the month: until then please enjoy our regularly-updated online content and let us hear your feedback at info@communication-director.com.

PERSONNEL CHANGES

Microsoft PR head takes on role at AstraZeneca

Former Microsoft UK head of PR Ali Perkins has joined AstraZeneca as global head of communications for the pharma giant's R&D units. Perkins takes on global communications oversight for AstraZeneca's IMED (Innovative ... +

New senior VP of corporate communications at Alitalia

Alessio Vinci has been named as the new senior vice president for corporate communications at Alitalia airline. He will report directly to president and interim chief executive officer Luca Cordero di Montezemolo and will ... +

EIT RawMaterials welcomes Tomas Jensen

Tomas Jensen will lead all communications and marketing activities for the European Institute of Innovation and Technology (EIT RawMaterials), the world's largest raw material consortium, based in Berlin, Germany. In ... +

Docherty joins The Football Association

Amanda Docherty has been appointed communications director of The Football Association, also known simply as The FA. She will lead the reformed communications division in operation at Wembley Stadium and the national football centre ... +

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Università della Svizzera italiana
SMU
UCLAAnderson School of Management
EMScom Executive Master of Science in Communications Management
www.emscom.usi.ch

Pope appoints deputy director of Vatican press office

Pope Francis has appointed Greg Burke as deputy director in the Holy See's Vatican Press Office. Last July the pope established the Secretariat for Communications and appointed Dario Vigano, an Italian and then-director of ... +

Alimak announces new head of communications & IR

Alimak Group, the vertical access solution company, has announced the appointment of Sofia Wretman as new head of communications & investor relations. Sofia has more than ten years of experience from strategic ... +

Ryanair welcomes Cristian Samoilovich

Ryanair has announced the appointment of Cristian Samoilovich as its first head of

Cristian brings experience in government relations having ... +

EUROPEN appoints EU public affairs manager

EUROPEN, the European Organization for Packaging and the Environment, announced the appointment of Gwendoline Riou as its EU public affairs and communications manager. Having worked in several Brussels-based EU public ... +

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JOBS

Hiil Innovating Justice
Marketing and Communications Director
Location: The Hague, Netherlands

Harman
Director of Communications, Lifestyle and Europe
Location: Munich. Germany

Novartis
Head Communications and Change
Location: Basel, Switzerland

Royal Bank of Canada
Senior Manager, Internal Communications
Location: Esch-sur-Alzette, Luxembourg

Karhoo
Global Director of Communications
Location: London, United Kingdom

Forest Stewardship Council
Media Manager
Location: Bonn, Germany

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ARTICLE

Seeing in the dark

Headline-grabbing scandals can cause massive damage: a deposed CEO, a replaced communications head or billions of euros lost. But how to anticipate reputational risks – or even avoid them – before a crisis hits?

"How could they have been so stupid?" If we're honest with ourselves, we often think this when we hear about a crisis hitting an organisation. The next question is: "Who knew and for how long? Was it a team of renegade employees or did it go all the way to the top?" A big crisis can topple the CEO, finish the career of the head of corporate communications and ratchet up damages in the billion read more

EVENTS

18.02.2016, Brussels

Management of self and others in public affairs

The ECPA is a Brussels-based public affairs think-tank focused on best practice in public affairs. This training event will explore ... +

14.03.2016, London, UK

Internal Communications Conference

The Forth Annual CPD Certified Internal Communications Conference 2016 is designed to avoid monotone lectures and contextual PowerPoint slides. ... +

17.03.2016, Brussels

EU Public Affairs

For most public affairs professionals, the fact that the idea behind the EU's recent ... +

06.04.2016, Paris

China Connect

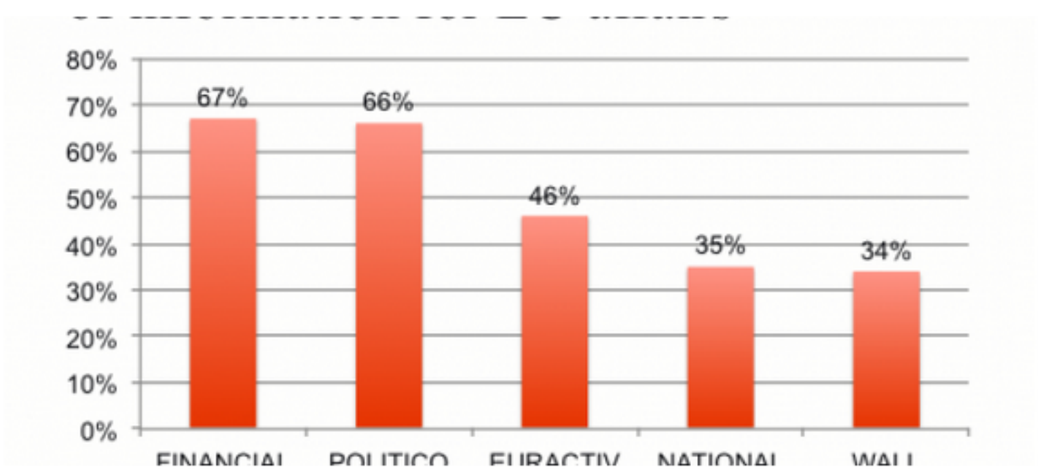
Do you reach the smartphone nation's consumers and global travellers? In a little less than four months, mobile will be at the heart of China ... +

09.05.2016, Athens

2nd Annual International Conference on Communication and Management

The aim of this cross-disciplinary conference is to bring together academics, students, researchers and professionals from different disciplines and ... +

FACTS & FIGURES



The most important media in EU public affairs

According to a survey conducted by the European Centre for Public Affairs (ECPA), the two most important media sources in EU public affairs are The Financial Times and Politico. Not only are these two media brands seen as the most useful sources of information for EU affairs, they also wield the largest influence on EU policy. EPCA's survey was carried out towards the end of I read more

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