

KEEPING IT REAL?

Why you should check both your communications and your company for signs of authenticity.

By Dafydd Phillips



You can't get more Dutch than Delft, the leafy city in South Holland famous for canals, for Vermeer, and for Delftware, the exquisite blue and white pottery dating from the 16th century. In June last year, the mayor of Delft, Bas Verkeer, travelled up to Amsterdam to ceremoniously open the doors to a hanger belonging to KLM Royal Dutch Airlines. The meaning behind his presence at the event became clear once the hangar's contents was revealed: a 64-metre-long, 18-metre-high Boeing 777-200 boasting a gleaming coat of 4,000 stickers, each in the form of a Delft Blue tile. The unveiling capped a worldwide campaign by KLM called Tile & Inspire, in which the airline issued an open online invitation for people to create a Delft Blue tile with an inspiring message in a bid to secure a place for it on a KLM aircraft. Social media and a uniquely Dutch tradition came together to create something unequivocally KLM. For Frank Houben, KLM's director of communications and corporate identity, Tile & Inspire is just one example of KLM's desire for authentic expression and engagement. Each day, 64,000 passengers catch a KLM flight and Houben and his colleagues are preoccupied with the question of how the airline can make sure that each one of those 64,000 passengers receives an authentic experience: as Houben puts it, how KLM engages with them on a

deeper level than "Hi, welcome on board."

This issue's Storyteller section explores the question of authenticity from different perspectives. So let's try to pin down what we think authenticity is in a business context; what it sounds like, what it looks like and what it reads as. Think you recognise authenticity when you see it?

STAYING TRUE TO YOURSELF Back to KLM: for Frank Houben, the authentic begins with the personal touch. Engaging with passengers on a personal, attentive level and giving them an authentic experience is part and parcel of what an airline is. And the company looks to new, groundbreaking ways to achieve this: another recent campaign, Meet & Seat, allows passengers to check out other passengers online before they check in: potential seating neighbours are suggested based on matching Facebook 'likes'. As Houben put it to Communication Director: "Facebook connects people in a virtual world: we as an airline are connecting people in the real world." By harnessing technology in a new way, the company is able to be true to its self. Another bonus of social media is that it allows for a two-way dialogue (if you'll pardon the cliché), another means for KLM to remain true to its authentic self, which is a company that listens to its customers. "It's about dialogue, and in that dialogue

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FACTS & FIGURES

Against the backdrop of a dramatically changing business landscape, the role of the top corporate communications officer is growing both in scope and influence, according to a new survey. Talent-management specialists the Korn/Ferry Institute have published the findings of their survey of Fortune 500 chief communication officers: the results touch on roles and responsibilities, compensation, reporting structure, challenges and much more, making this a valuable insight into the state of the art of communication officers today as well as a sign of the shifting role of the chief communication officer. For example, nearly all of those taking part in the survey were responsible for corporate communications (see below right). 87 per cent were responsible for corporate reputation, but according to Korn/Ferry this is a new area for about 20 per cent of them. Beyond the responsibilities

outlined below right, respondents also listed media and crisis communications, employee/internal communications, and select financial communications. Looking ahead, the survey also poses questions about the changes to the chief communicator's role. Executives were asked to identify what issues are commanding more effort and attention than in recent years: the results are below left. In addition, executives also mentioned government and regulatory issues, innovation and change management, employee feedback, limited resources, and creating a more global approach to everything. Not only are top communicators expected to take a major role in defining the narrative of the organisation, they are also challenged to become better leaders. *Taken from Korn/Ferry Institute, The Chief Communications Officer 2012.*

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Chief communication officers

Demanding issues

Area of focus	Percentage
Providing leadership on reputation, values and culture across the enterprise	84.3%
Designing systems, such as an enterprise-wide social media strategy	63.4%
Developing and publishing content for external stakeholders	38.8%
Analysing data to understand how stakeholders view the enterprise	44.0%
Understanding behavioural science to inform stakeholder engagement	22.4%
Defining and activating corporate character	50.0%

Scope of responsibility

Corporate Communications	99.0%
Corporate Reputation	87.1%
Social Media Strategy	67.3%
Community Relations	57.1%
Corporate Social Responsibility	57.1%
Corporate Philanthropy/ Foundation	55.8%
Corporate Advertising and/or Branding	43.5%
Event Management	38.8%
Government Relations	24.5%
Public Policy	20.4%
Marketing	18.4%
Investor Relations	12.9%
Corporate Strategy	10.2%

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PERSONNEL



Guto Harri
(Director of Communications)
News International
Start: May 20

GB: New communications head at News International

Recently responsible for managing Boris Johnson's campaign for re-election as Mayor of London, GUTO HARRI has now taken up the role of director of communications at News International. He replaces Andrew Honnor, who held the position in an interim capacity and has recently set up his own agency. Harri spent 18 years as a journalist before a brief stint in PR and four years as director of external affairs and spokesman for the Mayor of London. He left City Hall after helping to secure the re-election of Boris Johnson for a second term.



Håkon Mageli
(Vice President Corporate Affairs)
Orkla Brands
Start: June 01

NO: New role for Mageli on Orkla's Executive Board

Following a reorganisation of the executive board in industrial conglomerate Orkla Brands, HÅKON MAGELI has been appointed executive vice president, corporate communications and corporate affairs. He will be responsible for corporate communications and corporate affairs, which includes governmental affairs, food safety and nutrition. His most recent job title was director corporate communications at Orkla Foods.



Amalia Blanco Lucas
(Director, Communications
& External Relations)
Bankia
Start: May 17

ES: Blanco is new Communication Director at Bankio

Bankia, the fourth largest bank of Spain, has appointed AMALIA BLANCO LUCAS as the group's new director of communications and external relations. She will be appointed assistant CEO of the institution, reporting to the chairman, and will have responsibility for the areas of external communication, internal communication (together with human resources), reputation and corporate social responsibility, institutional relations, and advertising.



Medard Schoenmaeckers
(Global Head of Communications)
HSBC Global Private Banking
Start: June 01

CH: New Private Banking Head of Comms at HSBC

HSBC has appointed MEDARD SCHOENMAECKERS as global head of communications of its global private banking business. Based in Zurich, Schoenmaeckers reports to Krishna Patel, chief executive of Global Private Banking, and to Pierre Goad and Charles Naylor, Global Co-Heads of Communications, HSBC Group. Schoenmaeckers also joins the Global Private Banking Executive Committee and the Communications Executive Committee.



Claudia Bachhausen
(Head, Communications & Media)
Bauer Media Group
Start: April 16

DE: Bachhausen replaces Klähn at Bauer Media

CLAUDIA BACHHAUSEN has taken over as head of communication and media at Bauer Media Group. She succeeds Joachim A. Klähn, who left the Hamburg-based media company in early 2012. Bachhausen joins from Weight Watchers (Germany) GmbH in Dusseldorf, where she was Head of Corporate Communications. Previously, the 49-year-old spent six years as head of PR at the Reclam publishing house in Stuttgart.



Patrick Meschenmoser
(Head, Media Relations)
STADA Arzneimittel
Start: May 1

DE: Meschenmoser heads Media Relations at STADA

PATRICK MESCHENMOSER is head of media relations at STADA Arzneimittel AG. In this newly-created position he manages press relations for the pharmaceutical company and reports directly to Hartmut Retzlaff, Chairman of the executive board. Meschenmoser comes from Lufthansa AG, where as manager he was responsible for topical themes as well as the issues and crisis communication at the airline.

PERSONNEL



Johan Chr. Hovland
(SVP, Corporate Communication & PA)
Hafslund
Start: August 2012

NO: Hovland new Senior Vice President at Hafslund

JOHAN CHR. HOVLAND will take over the position of senior vice president corporate communications and public affairs at Hafslund from mid-August 2012. Hovland previously held the same position at Orkla ASA. Prior to that he served as SVP public affairs at Elkem (2006-2010), divisional manager and SVP at Elkem Energi (2009-2010) and production director at Elkem Energi (2001-2008).



Teresa Herrera Cruz
(Director of Communications)
Red.es
Start: April 2012

ES: Cruz new Director of Communications at Red.es

Red.es, the entity within Spain's Ministry of Industry, Energy and Tourism responsible for driving the Information Society in the country, has appointed journalist TERESA HERRERA CRUZ as its new director of communications. Cruz assumes responsibility not only for internal and external communication and image, but also for providing advice and digital communication services to the various departments and agencies of the Central Spanish



Mish Tullar
(Director, Communications)
Royal Mail Group
Start: April 2012

GB: Mish Tullar communicates for the Royal Mail Group

MISH TULLAR, the former director of media relations at Centrica, has started as director of media relations with Royal Mail Group. The Government-owned UK postal company is in the spotlight in the run up to its planned privatisation. At Centrica, Tullar first led communications for British Gas and then assumed responsibility for media relations for the Group as a whole. He had been with the integrated energy group since 2002.

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EVENTS



13-15.06.2012 4th European Summit on Measurement

The International Association for Measurement and Evaluation of Communication (AMEC) hosts this year's European Summit on Measurement in Dublin, featuring a mixture of workshops and presentations.

▶ AMEC, The Gibson Hotel, Dublin

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03.07.2012 PR & The Media

This event is geared towards all PR professionals looking for an opportunity to develop and master best-practice approaches to cultivating strong relationships with the media.

▶ Haymarket Events, Wolverton House, London

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6-7.07.2012 BledCom 2012

This year's BledCom is split into two parts: BledCom Academic and BledCom Corporate. BledCom Corporate is a new part of BledCom Symposium and is designed in a way to add a practical value to theory represented at BledCom Academic. Its goal is to represent fresh and trendy approaches in PR.

▶ BledCom, Lake Bled, Slovenia

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11-12.07.2012 International History of PR

This conference is an international opportunity for academic researchers, historians and interested practitioners to meet, hear papers and discuss this emerging area of research. Noted communications academic Prof. Dr Gunter Bentele (left), of Leipzig University, will deliver the keynote speech.

▶ Bournemouth University, England

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