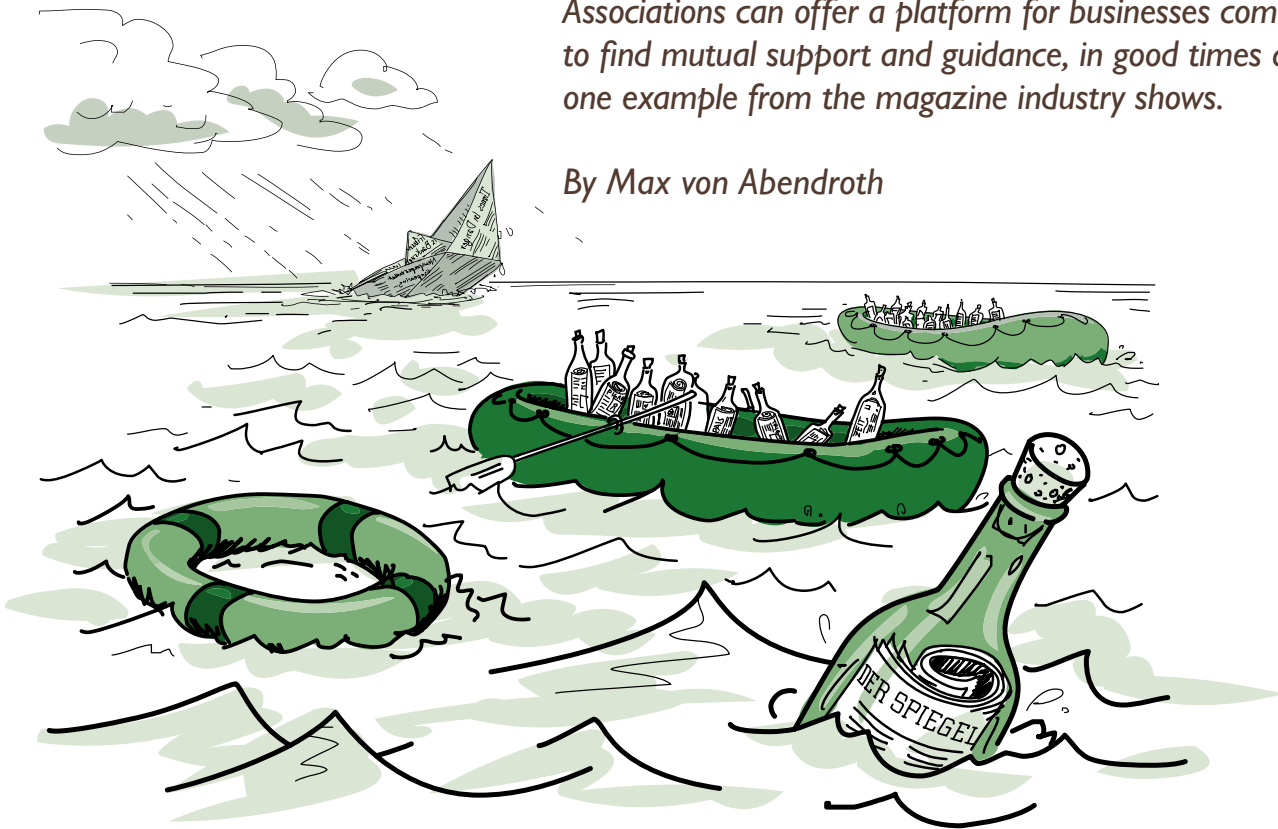


FINDING STRENGTH IN NUMBERS

Associations can offer a platform for businesses communicators to find mutual support and guidance, in good times and bad, as one example from the magazine industry shows.

By Max von Abendroth



Like many others, the magazine market is under pressure: decreasing advertising revenues, readers shifting from profitable printed magazines to less profitable digital formats, the struggle to adapt to fast-developing technologies, a challenging competitive environment, search and content dissemination, and an unfavourable legislative environment are just a few of the current headaches. In economically challenging times that seem to be full of opportunities (thanks to digital innovations), but also bear significant risks for individual publishing houses (as investments tend to be high and promising trends can change overnight), magazine publishers in general show a strong willingness to communicate with each other. But when advertising and reader markets become increasingly competitive, and the tone between the publishing houses becomes harsher, it is not evident how and where such communications could take place.

Clearly, a neutral platform such as an industry association is required to provide the opportunity for publishers to meet, to talk and to learn from each other, while bundling their interests and representing them collectively vis-à-vis relevant stakeholders: policy makers and legislators, competition authorities, NGOs, as well as the general public.

INTRODUCING EMMA More than 15,000 publishing houses across Europe trust the European Magazine Media Association (EMMA) to represent their collective interest vis-à-vis the European institutions (that is, the European Commission, European Parliament and the European Council). When it comes to the legislative environment that governs their businesses, the competitive attitude shown by these companies on the market seems to be replaced by a strong will to act in harmony. This leads to unexpected situations: publishers who are fighting bitterly for market-share by attracting readers and advertisers for their respective magazine titles (some even involved in litigations against each other) find themselves sitting together around a table to discuss how best to defend their businesses against legislation proposals on data protection, copyright or VAT rules.

So what's behind all the excitement and energy for a new technique in such early days? Why are organisations of all sizes clamoring to gamify their workplaces, and what implications does this have for the rest of us?

THE NEW NORMAL? In short, work sucks. Despite the utopian vision of fully actualised workers following their passions in supportive corporate environments that make space for their dreams, most people

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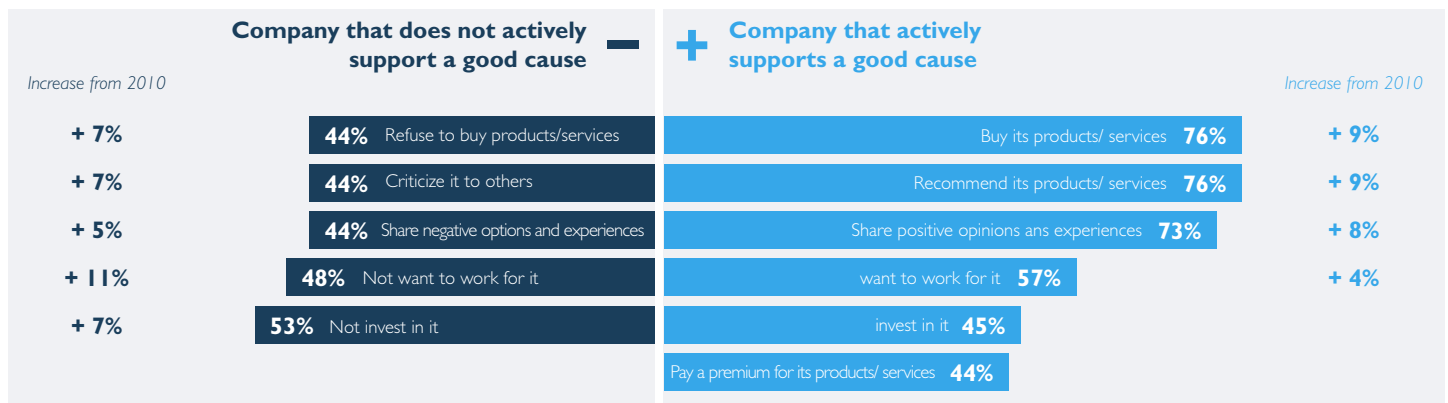
FACTS & FIGURES

“The power of Purpose is driving consumer preference and loyalty in a world where trust in corporations is low and differentiation between brands is negligible.” So states the executive summary of Edelman’s new Good Purpose 2012 survey, which canvassed the opinions of 8,000 consumers in 16 markets. Now in its fifth year, the survey explores consumer attitudes around social purpose, including their commitment to specific societal issues and their expectations of brands and corporations. The underlying idea is the realignment of the purpose of businesses; an ambitious subject to tackle, and one that’s backed up throughout the survey with some telling statistics. What is especially interesting is how Edelman’s concept of purpose ties together the full spectrum of stakeholders, “from skeptical consumers to reticent employees,” to quote the summary once more. It is

also striking how social purpose is intimately related to business value and profits; the survey firmly underlines the consumer’s preference for businesses that support a good cause, as shown by the below extract which focuses on actions taken in relation to a company that supports a good cause versus one that does not (global). Another result finds that 87 per cent globally believe business should place at least equal weight on business and society. Combined, these and many more findings point to a sea change in stakeholder expectations recognise the importance of philanthropy and volunteerism (often the only approaches they may have been exposed to) but see that those alone are not the primary strategies for greatest impact (see below right). *Taken from Edelman goodpurpose 2012 global consumer survey.*

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Consumers will praise...and punish:



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PERSONNEL



Martin von Arronet
(SVP, Corporate Communications)
AB Electrolux
Start: May 02



SE: Arronet appointed SVP Corporate Communications

MARTIN VON ARRONET has been appointed senior vice president corporate communications and head of group staff communications of AB Electrolux, a role he has been acting in since last summer. In this role, he is responsible for internal and external communications, public affairs and group internet communications. He reports to president and CEO Keith McLoughlin. Arronet joined Electrolux in the beginning of 2011. Before that he held various positions within communications at Royal Dutch Shell plc.



Rebecca Shelley
(Group director, Corporate Affairs)
Tesco
Start: April 25



GB: Tesco hires Shelley for corporate affairs

REBECCA SHELLEY has taken up a new role as group director of corporate affairs at retailer Tesco. She replaces Lucy Neville-Rolfe, who left the group in January, and is responsible for government and media relations, investor relations, internal communications and corporate social responsibility (the legal affairs and other elements of Lucy Neville-Rolfe's brief are being split into another role). Shelley joins from Brunswick.



Iñaky Garay
(Head, Communications)
ADIF
Start: March 30



ES: Iñaky Garay is new head of communications for ADIF

IÑAKY GARAY, previously chief editor of the economic journal Expansion, is the new head of communication at ADIF (the administration of railway infrastructure). He reports directly to Enrique Garay Verdaguer, president of the public body. Garay's career has included journalism as well as a stint as communications advisor to the Ministry of Industry and Energy, a position he held until March 2000.



Paul Abrahams
(Head, Corporate Communications)
Reed Elsevier
Start: March 20



GB: Paul Abrahams joins Reed Elsevier

Business information publisher Reed Elsevier has announced PAUL ABRAHAMS as their new head of corporate communications. He replaces Patrick Kerr who has moved to a new role as director of international public affairs. Abrahams joins from Japanese bank Nomura where for the past five years he was head of corporate communications EMEA. Prior to that he was the UK managing director at global technology agency Waggener Edstrom.



Malene Rydahl
(Director, Corporate Communications EMEA)
Hyatt Group
Start: March 28



FR: Rydahl new communications director at Hyatt

International hotel operator the Hyatt Group have appointed MALENE RYDAHL as director of corporate communications for EMEA. Her functions are extended to social and environmental responsibility and will be in charge of any crisis communication. Rydahl left her position as communications director at Relais & Chateaux group to join Hyatt in 2006 as director of public relations for EMEA.



Simone Bellingröhr
(Director, Communication)
WAZ-Mediagruppe
Start: April 2012



DE: Bellingröhr communicates for the WAZ media group

After five years, Paul Binder, director of communication at the WAZ Media Group has departed: SIMONE BELLINGRÖHR is his successor. In her new role she will report directly to Christian Nienhaus, managing director of the WAZ Media Group. Bellingröhr began at the company as a press officer in the corporate communications department. The WAZ-Mediengruppe (WAZ-Mediagruppe) is Germany's third largest newspaper and magazine publisher.

PERSONNEL



Silvia Garbarino
(Director, Marketing & Communication)
Giuso
Start: January 2012

IT: Giuso announce appointment of Silvia Garbarino

It was announced in March that SILVIA GARBARINO is the new director of marketing and communication at Italian ice cream manufacturer, Giuso, effective January this year. Garbarino will work closely with management in order to assess the brand's positioning in the market and its promotion activities, as well as supporting product development strategies and media campaigns. Her previous job was a similar position at perfumery Paglieri.



Barbara Blohberger
(Head, Corporate Communications,
Switzerland, Germany and Austria)
Kraft Foods
Start: April 2012

CH: New role at Kraft for Barbara Blohberger

As of the beginning of April, BARBARA BLOHBERGER has been appointed as head of corporate communications for Switzerland, Germany and Austria at Kraft Foods. In this role, she is responsible for all internal and external communications of the food manufacturer and answers directly to Juergen Leiß, executive officer of Kraft Foods in Germany, Austria and Switzerland. She succeeds Silke Trösch

NICOLE FARHI

Anna Ogundehin
(Head, Global Communications)
Nicole Farhi
Start: April 2012



GB: Nicole Farhi appoints head of global communications

ANNA OGUNDEHIN has been named head of global communications at designer fashion label Nicole Farhi. In this role, she is responsible for all public relations, press and marketing for the brand. Most recently, she held the role of acting executive fashion editor at ELLE. Prior to that, she was head of fashion and beauty public relations at Selfridges and public relations director at Karla Otto.

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EVENTS

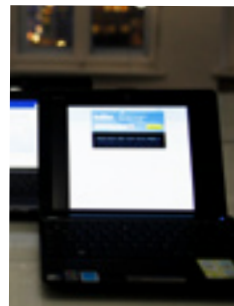


14-17.05.2012 Communication & Mass Media

This 10th Annual International Conference on Communication and Mass Media aims to bring together scholars and students of communications, mass media and other related disciplines.

► Athens Institute for Education and Research, Metropolitan Hotel of Athens

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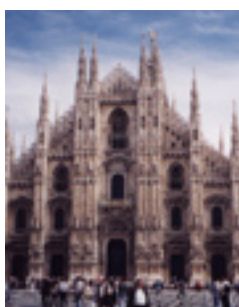


22.05.2012 How Social Are The FTSE 100 Companies?

Want to know how you could improve your corporate reputation through social media? Threepipe public relations are releasing the results of their annual research in to how FTSE 100 companies are using social media.

► Threepipe, Adam Street Club, London

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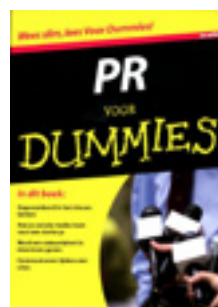


30.05.2012 Going Global in the Reputation Economy

This conference invites both practitioners and thought-leaders to join in presentations and discussions on how organisations can better leverage multi-stakeholder relationships around the globe to drive better business outcomes.

► Reputation Institute Italy, Milan Marriott Hotel

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4/11/18.06.2012 PR for Dummies Live!

This Dutch-language mini course is based on the hugely-successful PR for Dummies series and offers an interactive workshop on subjects including press release engagement in social media, message development, tips for media access and successful interviews.

► Voor nieuws!, Culemborg

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