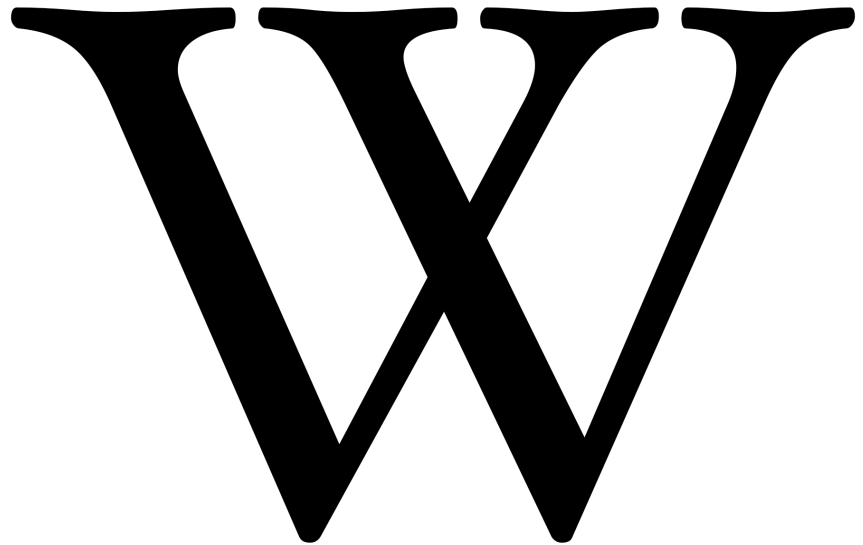


12/2013

REVISING IN PLAIN SIGHT



Your company's Wikipedia page will be evaluated to determine if anyone using a company computer made edits. The key is transparency.

By Marcia W. DiStaso

Of all the information sources available on the internet, one of the most widely used is Wikipedia. Since its founding in 2001 by Jimmy Wales and Larry Sanger, Wikipedia has developed into one of the most popular websites across the globe. It is currently the seventh most popular website in the world following Facebook, Google, YouTube, Yahoo!, Amazon.com and Baidu.com. This online free-content encyclopedia is based on an openly edited model. This

means that Wikipedia is written collaboratively by the public along with select anonymous unpaid volunteers known as "wikipedians."

WHY WIKIPEDIA MATTERS According to Wikipedia, anyone with internet access can write and make changes to Wikipedia articles except those deemed to have a conflict of interest. Wikipedia co-founder Jimmy Wales describes the conflict of interest this way: "There is a very simple 'bright line' rule that constitutes best practice: do not edit Wiki-

pedia directly if you are a paid advocate." His comment refers to the Wikipedia conflict of interest policy that prohibits public relations or communications professionals who work for an organisation from directly contributing to their Wikipedia content. This also applies to those working for a public relations agency or Wikipedia firm hired by an organisation. The bright line rule is not a formal rule at Wikipedia. In fact, it is in direct conflict with two of the five pillars or fundamental principles by which Wikipedia operates... [Read more](#)

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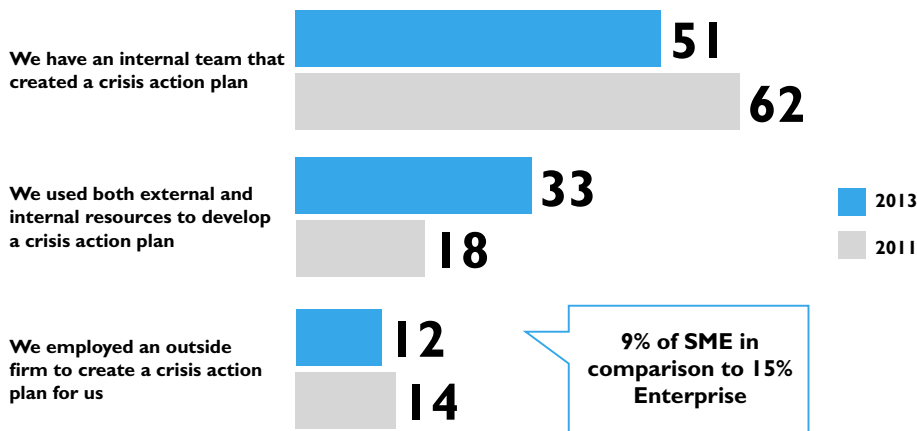
13/14 February 2014 • The Hotel, Brussels

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Facts & Figures: Facing a company crisis

Internal teams remain primarily responsible for crisis planning

How did your company develop its crisis management plan?



CRISES ARE EXPENSIVE: according to the findings of a new study by Burson-Marsteller, the average cost of a crisis to a company is 549,000 euro. Little wonder then, that the threat of a crisis remains one of the top concerns keeping business decision-makers up at night. With respondents from France, Germany, Italy, Spain and the UK, the 2013 Crisis Survey identifies controversial company developments (such as layoffs, for example) as the most commonly encountered crisis. But here's the rub: while three quarters of business decision makers believe a crisis plan would benefit their company, only 51 per cent of companies have one: does this suggest that communicators aren't doing their job in 'selling' the need for a thorough plan? Not that the picture is all bad: there are companies dealing with these logistical headaches by drawing on the strength of their in-house teams. According to the survey, in-

ternal teams are "primarily" responsible for crisis planning (see the graph above). However, not all of the plaudits can go to internal professionals, as the proportion hiring an outside company to deal with a crisis has almost doubled since 2009. In the event of a crisis, internal activities are the focus, ranging from 'preparing an internal audit' and 'establishing a crisis team' right down through 'monitor issues' and 'prepare press statements' to 'engage with NGOs'. Troublingly, companies still feel overwhelmed by online communication challenges, although 70 per cent of respondents believe that new media is playing an increasing role in driving reputation during crisis. The report offers a wealth of material on the crisis management process while inadvertently raising interesting questions about the scope of influence of the communications team in internal planning at these difficult – and costly – episodes.

[Read more](#)

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Personnel



Alexandre Guirao
Head of
Communications
Peugeot
Start: January 1 2014

Alexandre Guirao leads communications at Peugeot

At the beginning of next year, Alexandre Guirao will take over responsibility for communication of automotive brand Peugeot. He succeeds Xavier Crespin. Alexandre Guirao had previously worked for the PSA group as: advertising manager France, project manager sales Europe, head of event communication, director of marketing and communication at Dong Feng Citroën China (DPCA), and most recently as brand manager for Citroën in Paris.



Nigel Gilbert
Brand, Customer
& Communications
Director
TSB
Start: December 2

TSB Bank recruits Nigel Gilbert

Nigel Gilbert has joined TSB Bank as brand, customer and communications director, reporting directly to Paul Pester, the bank's chief executive. He joins TSB Bank Plc from Virgin, where he held the position of Virgin Media's first chief marketing officer before moving on to become key projects director for Virgin Management. Prior to Virgin, Gilbert was group marketing director with Lloyds TSB where he led the reinvention of the Lloyds TSB brand with the customer proposition 'for the journey'.



Albert Montagut
Director of
Communications
FC Barcelona
Start: November 19

New director of communications at FC Barcelona

FC Barcelona have named Albert Montagut as the Club's new director of communication in replacement of Xavier Martin. Montagut has worked for Catalunya Express, was Washington correspondent for the newspaper El Pais, has been editing director of El Mundo in Catalonia, assistant information director of El Periódico de Catalunya and director of the free newspaper ADN. He is currently working as professor of journalism at the University Pompeu Fabra and collaborates in different communication media.



Philipp Wolff
Director of Corporate
Communications
Hubert Burda Media
Start: December 1 2014

Philipp Wolff joins Hubert Burda Media

Philipp Wolff has been named director of corporate communications at Hubert Burda Media in Munich where he will assume the corporate communications responsibilities from board member for publishing Philipp Welte, who served as acting manager of corporate communications since March 2013. Wolff was most recently senior vice president of worldwide communication for Hugo Boss. During his 12-year tenure with the German fashion giant, Wolff headed corporate and product PR, advertising, retail marketing, media planning as well as sports and arts sponsoring.



Sara Oliveira
Director of Brand &
Communications
Start: November 13

Oliveira appointed to top comms role at Vodafone Portugal

Sara Oliveira has been appointed director of brand and communications at Vodafone Portugal. Oliveira has 16 years of experience in management, working as vice president of the Portuguese-American Post-Graduate Society in Boston, USA. She was responsible for brand innovation development at Pepsi Lipton International in Paris. Over the past three years, she was global head of marketing and member of the executive board of Gallo Worldwide, a joint venture between Unilever and Jerónimo Martins.



Matthew Newton
Head, International
Media & Institutional
Relations
Generali
Start: November 5

Generali hires Matthew Newton for new role

Matthew Newton has been appointed to the new role of head of international media and institutional relations for Generali, Italy's largest insurer. Newton is joining Generali after seven years at RLM Finsbury, where he was partner and head of the financial services team. In that role he worked closely with many leading financial institutions managing a wide range of communications and reputational issues. Matthew graduated with a BA in political science from Brown University, USA then qualified as a solicitor in England and has advised Generali since 2011.

Personnel



Martina Augenstein
Head of Brand Relations
Lego
Start: November 20

LEGO rebuilds communication team

Martina Augenstein has taken over the management of brand relations at LEGO. She will be responsible for the communication of LEGO and also takes over the function of press spokesperson. Augenstein is part of the global PR leadership team of the LEGO Group and also responsible for the strategic partnerships with other companies. Augenstein comes with a lot of experience at LEGO. In addition to leadership positions in agencies, she was responsible for the issues of Sports Communications, CSR and Employer Image at McDonald's Germany. She also developed and implemented the first global sponsorship strategy for energy company E.ON SE.



Maria del Peso
Communications Director
GEFCO
Start: October 14

GEFCO announces new communications director

Maria del Peso has joined GEFCO, the global logistics integrator, as communications director in order to define and implement a communications strategy in line with GEFCO's new global ambitions, which involve accelerating its geographical development and diversifying its offer. Maria del Peso was previously vice-president for communications at Thales Group, between 2007 and 2013. She was notably responsible for the communications of the C4I Defence and Security Systems division.



Donny Lee
Head of Marketing &
Communications
Hocoma
Start: November

Hocoma hires new head of marketing and communications

The medical technology company Hocoma, with its headquarter in Switzerland, has appointed Donny Lee from Singapore as the new head of marketing and communication. As the new departmental head, he will manage a team of six and is responsible for the global strategy of all marketing activities of Hocoma. Lee was born and raised in Singapore. Prior to his current position with Hocoma, Lee worked for Ricoh Switzerland as the team leader for the corporate marketing department. He was also appointed as a steering committee member to represent the Ricoh European Works Councils.

[Read more](#)

Events

13/14.02.2014 – The Hotel, Brussels

EU Public Affairs

Join figures from government and EU institutions as well as experts from companies and other organisations to explore the realities of working in European public affairs at this fourth edition of the EU Public Affairs Conference. [Read more](#)



14.12.2013 – Milan Corporations and Global Justice

Posing the question "should multinational corporations be agents of justice?", this event seeks to contribute to the international debate on the grounds and scope of the duties of multi-national corporations (MCNs). Global justice traditionally concerns the duties of states and of their citizens; however, today there is a debate on whether such demands concern MCNs too. [Read more](#)

14-16.12.2013 – Rome XII International Studying Leadership Conference

This conference is an annual event dedicated to leadership and leadership studies, attracting researchers working in academia, consultancies and industries from all over the world. With recent crises having revealed fractures within political and business organisations. This year's theme will be Sustainable Leadership for Socially Responsible Organisations. [Read more](#)

22-23.01.2014 – London Social Media in the Pharmaceutical Industry

As social media becomes increasingly integrated into society, so does the ability to network. The pharmaceutical industry is only now beginning to realise the potential for social media. SMi present their sixth Social Media in the Pharmaceutical Industry conference, featuring a panel of leading industry speakers, from big companies to cutting edge social media developers. [Read more](#)

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Location: Berlin/Amsterdam

Viacom International Media Networks



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Cable Europe



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Location: The Hague, Netherlands

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Digital Engagement Manager

Location: The Hague, The Netherlands

The International Water Association



Director, Communications - EMEA

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