

04/2014

## SPREADING THE WORD

*Corporate communicators need better training in order to work across the boundaries of culture and geography.*

By Krishnamurthy Sriramesh

**G**lobalisation is not new to the 21st century, having occurred at various times in previous millennia through political conquests, trade or religious missions. However, the current era of globalisation has some unique features such as the presence of information and communication technologies and collapsing trade barriers. During this new era of globalisation, organisations have increasingly found that cross-cultural communication is important to their success. This realisation provides opportunities while also posing challenges to public relations practitioners prompting educators to ask the question: are public relations programmes preparing students to become effective cross-cultural communicators who can help organisations cope with the demands of a globalising world?

**PRINCIPLES AND VARIABLES** Public relations scholarship is young, with about a 50-year history by most accounts. Scholarship in global public relations is even younger, with a brief history of less than two decades. One key aspect that scholars have tried to address is the global versus local conundrum that practitioners face in setting up public relations programmes for mul-

tinational organisations. Should the communication manager of a multinational use a unified public relations programme for all countries, or provide a unique programme for each culture within which the organisation operates? While each of these polar approaches has some advantages, each is also fraught with many pitfalls. Public relations scholarship has.... [Read more](#)



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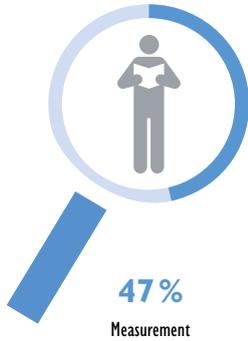
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# Facts & Figures: Qualifications in communications

## THE TOP THREE SKILLS GAPS

What are your current knowledge or skills gaps?



**THE FOURTH EDITION OF** the UK-based PR Academy's annual Trends Survey, which looks at qualifications for communicators, included fresh insights into the kind of qualifications professionals report are necessary for their public relations career, as well as the skills and knowledge that are found to be lacking in their work. This year, the top three "current knowledge and skills gaps" are measurement (47 per cent, up from third place last year), budget management (42 per cent) and research and analysis (42 per cent). Other entries included digital communications (last year's top result) in at fourth place, and strategic planning down from second place all the way to ninth place. Notably, when asked which skills gap they would address in the next 12 months, the top three answers chosen by respondents mirrored last year's top three skills gap – digital communication, strategic planning and measurement. Does this mean that next year we can expect to see budget management and research and analysis addressed as a focus for

improvement? In other sections of the survey report, the communication skills necessary to be a good leader are reviewed. Perhaps unsurprisingly, the top three are found to be motivating (83 per cent), people management (82 per cent) and employee engagement (76 per cent): the survey notes that, when asked which modern leader respondents think has "standout communications skills" (and this was an open-ended question), the most commonly cited answers was Barak Obama. Finally, findings show that the top three reasons for studying for a qualification (remaining consistent with last year) are "to enhance my skills" followed by "to improve career prospects" and "to gain professional recognition". The report also detects encouraging signs for the future: "Interestingly," it writes, "while 'to gain a competitive edge in the employment market place' remains in fifth position this year, the numbers choosing this as a reason for studying have returned to their 2010 peak, perhaps reflecting a renewed confidence in employment opportunities."

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COMMUNICATIONS AND LEADERSHIP



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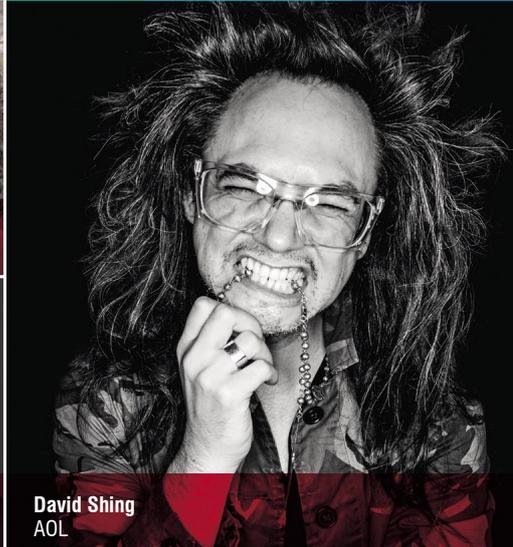
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[WWW.COMMUNICATION-SUMMIT.EU](http://WWW.COMMUNICATION-SUMMIT.EU)

# Personnel



**Marie-Laurence Bouchon**

Head of Group Communications  
SCOR  
Start: March

## New head of group communications at SCOR

Marie-Laurence Bouchon has joined French-based group of financial services companies SCOR as head of group communications. Based in Paris, she is responsible for coordinating all facets of Group communication, both external and internal. She reports to Brian Shea, chief corporate strategy officer. Previously, Bouchon was a director at the global public relations agency Brunswick Group from 2007. She began her career in 1994 at the brokerage firm Cheuvreux, subsequently moving on to Odco and UBS. She has also worked at Hachette Livre and Gavin Anderson & Company.



**Federico Fabretti**

Director, External Communications & Media  
Ferrovie dello Stato  
Start: March

## Fabretti directs external comms at Ferrovie dello Stato

Federico Fabretti has been named director of external communications and media at Ferrovie dello Stato S.p.A, the government-owned holding company that manages infrastructure and services on the Italian rail network, as part of the group combining its activities into a single 'central management and external communication media'. Fabretti has spent the last decade at the company: this new position includes responsibilities in the areas of sponsorship and partnerships, image promotion, events and external relations, social activities and relationships with business associations.



**Simon Moorhead**

Chief Information Officer  
IFDS  
Start: March

## IFDS hires former Bank of England chief information officer

International Financial Data Services (IFDS) has appointed former Bank of England chief information officer Simon Moorhead to oversee the development of the firm's technology infrastructure and operations. Moorhead, who stepped down from the Bank in July, joins the IFDS board of directors as chief information officer and assumes responsibility for developing the firm's technology infrastructure and operations across its locations in Asia-Pacific, Canada, and Europe. He reports to executive chairman Simon Hudson-Lund.



**Constance S. Ward**

Head of External Communications  
Lonza  
Start: March

## Lonza adds head of external communications

Constance S. Ward has joined Swiss chemicals and biotechnology company Lonza as head of external communications. In this new role she is a spokesperson for Lonza, takes responsibility for coordinating media relations activities across the company and guides the overall positioning of Lonza through various external and internal channels. Ward joined Lonza from her public relations consultancy firm Thought Leader Zone. She has experience working for multi-national companies that include Black & Veatch, GE Insurance Solutions, Zurich Financial Services and Roche Pharmaceuticals.



**Dan Faulks**

Head of Communications, EMEA  
CNNI  
Start: April

## Dan Faulks lands CNNI communications role

CNN International (CNNI) has hired Dan Faulks from ITN to head communications across the Europe, Middle East and Africa region. Faulks reports to Claudia Coles, vice-president of communications for the news broadcaster's parent company Turner International. He oversees communications across the breadth of the company's content and advertising sales, research, business development and marketing remit. Before joining ITN in 2009, Faulks was communications manager for Radio Times magazine at BBC Worldwide, and had previously worked at Lewis PR, Catalysis and Eulogy.



**Frances Byrne**

Head of Communications & Development  
European Movement Ireland  
Start: April 14

## New head of communications at European Movement Ireland

European Movement Ireland has announced the appointment of Frances Byrne to the new role of head of communications and development. Byrne comes to European Movement Ireland having worked at the national lone parent organisation OPEN for more than a decade. An award-winning advocate, she has initiated a range of communications and awareness-raising campaigns and has prior experience in a semi-state and local development in Ireland, as well as in America.

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\*\*\* All fields are mandatory

## Personnel



### Caroline Leau

Head of External  
Communication  
AMF  
Start: February 24

## New appointment at AMF communication directorate

Caroline Leau has been appointed as the Autorité des marchés financiers's (AMF) head of external communication for issues relating to investor relations and mediation. She joins the AMF after 14 years in the PR field. She began her career in 2000 as a consultant with Pleon. In 2007, Leau joined the finance department of the agency i&e as senior consultant and client director. As a specialist in issues relating to image and reputation, she became a manager in 2012 when i&e merged with the Burson-Marsteller.



### Claire Maugham

Director of  
Communications  
SMCDB  
Start: March 10

## Claire Maugham to lead comms for SMCDB

Former Equal Opportunities Commission media director Claire Maugham has joined The Smart Meter Central Delivery Board (SMCDB), a new body charged with selling the benefits of internet-connected electricity and gas meters to Britons ahead of a nationwide installation programme. Maugham was previously deputy director and director of external affairs at the Centre for Cities think-tank and has held senior communications roles at the Equal Opportunities Commission, the Foreign and Commonwealth Office and IBM.



### Artur Demirci

Head of Corporate  
Communications  
Mercedes-Benz  
Start: May 1

## Artur Demirci communicates for Mercedes-Benz

Artur Demirci has been appointed head of corporate communications at Mercedes-Benz Switzerland. Reporting to the chief executive officer of Mercedes-Benz Switzerland, Marcel Guerry, Artur will follow Donatus Grütter, who will leave the company on April 30 and under whose supervision Artur has assisted in and helped shape the realignment of corporate communications since the end of 2011. Prior to that, he worked as executive assistant to the CEO and as legal and compliance manager at the company.

[Read more](#)

## Events

28/29.04.2014 – **Quadriga Forum, Berlin**

### Play International

This conference will help you create outstanding videos for your corporate communication. All aspects will be handled in the three conference modules: Designing Content, Creating Videos and Reaching Target Groups.

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23.04.2014 – **Brussels**

### Digitisation and the future of the workplace

What will the workplace of the future look like? How will digital technologies affect where and how we work? What are young people looking for in the workplace of the future? Organised by EuropeanVoice, this event will discuss these and other questions, and is planned to be an interactive debate, addressing issues such as education, IT skills and mobility.

[Read more](#)

24/26.04.2014 – **Istanbul**

### ICCMD – 2014

This international conference on communication, media, technology and design aims to exchange information on research, development, and applications of communication technologies, social media, visual communication and design, integrated marketing communication, communication education, health communication, media management and economics, political communication and media studies in general.

[Read more](#)

22.05.2014 – **London**

### 2nd Annual Sustainability Communications Forum

Effective sustainability communication goes far beyond producing an annual sustainability report; it requires strategic planning and its success depends on a brand's ability to break down barriers between its business and its stakeholders. This Forum will bring together communications, marketing and sustainability experts to discuss the latest thinking in the field.

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# Jobs

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## Director of Communications

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## Head of Communication & Conferences

**Location:** Brussels, Belgium

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## CoGlobal Head of PR/Corporate Communications

**Location:** Munich

**Westwing**

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## Internal Communications Manager

**Location:** Zurich, Switzerland

**Ball Europe**

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## Senior Communications Business Partner

**Location:** Sint Stevens Woluwe, Belgium

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## Marketing and Communications Manager Integrated Facilities Management, EMEA

**Location:** London, UK

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