

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &
FIGURES



How to convey conviction

Is it possible to show your authentic side in a media interview while also retaining a sense of control?

Yes! Find out how here

Welcome to the August edition of Communication Directory newsletter,

It's an unfortunate truth that facts alone don't win arguments, as the current climate of fake news, Brexit and Trump remind us once again, and as multinationals working in industries like pharma or chemicals will already know from experience. Facts need to be delivered hand in hand with an authentic, trustworthy delivery - but as any corporate spokespersons will tell you, making a spontaneous, fresh impression takes a lot of practice.

In this month's article, taken from the latest issue of [Communication Director Magazine](#), media trainer Laura Shields gives practical advice on how to earn trust in your media interviews - from drawing on personal anecdotes to using the appropriate body language. Ultimately, it's all about presenting the best possible version of the real self, and, as in most things in life, it's a matter of practice makes perfect. What better time to practice than before the September return to the office?



PERSONNEL CHANGES



Telenor appoints Anne Kvam

Telenor Group has announced that Anne Kvam has been appointed executive vice president and chief corporate affairs officer, beginning November 2018 at the latest. Anne Kvam is joining from KLP and will become a member of ... +



ATR appoints Maggie Bergsma as head of comms

ATR announces the appointment of Maggie Bergsma as head of communications and corporate branding. She joins ATR from Airbus Defence and Space where she held several senior communication roles for the last seven years after having ... +



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 ... +



🇬🇧. Stuart Jackson heads to Amazon

Stuart Jackson is leaving Nissan Europe and will take up a new role at Amazon Operations. Jackson becomes director of comms for Amazon Operations Europe - the part of the Amazon business in charge of product delivery and logistics, ... +

ADVERTISEMENT

**/ Social
/ Media
/ Conference**

— 11th
Edition

— From
Communications
to Connections

— 20/21
September 2018
Berlin

FIRST
RELEASE
TICKETS
AVAILABLE



48
HOURS
OF RICH
& TASTY
CONTENT

MORE THAN
JUST THE
NEWSFEED





🇸🇪. New role for Johansson at Volvo Buses

Volvo Buses has promoted current former director of global marketing, Lars Johansson, to the position of public affairs & governmental relations director. He joined the company over 20 years ago as head of ... +



🇮🇹. Whirlpool promotes Novella Sardos Albertini

Whirlpool Italy has announced the promotion of Novella Sardos Albertini as head of brand and communication. She began her career at Procter & Gamble where she worked for 10 years as assistant brand manager before joining ... +



🇦🇹. Austrian Airlines restructures its communications team

Austrian Airlines has reorganized its communications activities. Effective immediately, the Austrian flag carrier no longer operates along the lines of 'internal' and 'external' communications but according to ... +



🇩🇪. British American Tobacco promotes Abe Brandmas

Abe Brandsma has been promoted to the role of corporate affairs & communication manager for the Northern European Area of British American Tobacco, based in Copenhagen. Before moving to Copenhagen, Abe was responsible as ... +

ADVERTISEMENT





Instagram

Communications Director, Content

Location: San Francisco



Groupon International Limited

PR & Content Executive

Location: Bristol



Aliaxis

Internal Communications Manager EMEA

Location: Bruxelles



Mondi Plc.

Corporate Communication Manager (Reporting & UK Media)

Location: Addlestone



Credit Suisse

Group Internal Communications Manager

Location: Zürich



CALZEDONIA

MEDIA & COMMUNICATION SPECIALIST

Location:



Zalando SE

Direct Communication Manager Central Europe

Location: Berlin

ADVERTISEMENT



EUROPEAN EXCELLENCE AWARDS 2018

Let Europe see your work

The best in PR and communications

[SUBMIT NOW](#)



How to convey conviction

Want to build trust in a media interview? Ditch the facts and answer the questions you're asked

[read more](#)

ADVERTISEMENT

18% of your organisation's value is in your brand
Is your brand future-proof?

In the book, *Future-Proof Your Brand*, and our free whitepaper we share several insights and tips on how to implement, manage and optimise your brand performance; now and in the future.

[ORDER THE BOOK](#) [DOWNLOAD THE WHITEPAPER](#)



VIM GROUP

EVENTS



22.08.2018, Arhus

How To Be The Trusted Adviser - The CCO Role In Transformation

What are the current challenges for the trusted adviser to the CEO? How do you orchestrate the massive communications-task for a global company with ... +



12.09.2018, London

Finding and using data to manage risk and drive resilience

Long gone are the days when a communications director could get by with an instinct for news and a winning personality. Everyone else in ... +




20.09.2018, Berlin

Social Media Conference

Are you ready for the next 12 months in the high heat of the content kitchen? Quadriga's 11th International Social Media ... +

FACTS & FIGURES

brought to you by 



Inspirational speakers, exclusive networking, leaders in Communications & HR

We're holding an exclusive networking event for Chief Communications Officers and Chief HR Officers: The Circle. This annual event is a platform for ideas from beyond communications and HR work, and our attendees leave inspired by fresh insights and new inspiration. In 2011, a group of Chief Communications Officers decided to reinvent the networking
[read more](#)

COMMUNICATION DIRECTOR MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Publisher:

Rudolf Hetzel

Editors:

Dafydd Phillips
info@communication-director.com

Advertising:

Helge Schlüter
Tel +49 (0)30 84 85 9 124
Fax +49 (0)30 84 85 92 00
Helge.schlueter@communication-director.com



Personnel:

Mike West
mike.west@quadriga-media.com

Jobs:

Gregor Ringsdorf
gregor.ringsdorf@communication-director.com

www.communication-director.com

If you no longer wish to receive the monthly newsletter Communication Directory, [please click here](#).

If you no longer wish to receive any editorial content and information on products and services for communications and PR professionals by email from Quadriga, please click [here](#).