

# COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &  
FIGURES

## REPUTATION BY ASSOCIATION

To protect the interests they serve, associations communicators need to safety-proof the reputation of the entire sector

[read more...](#)

Welcome to the July 2018 edition of Communication Directory newsletter,

We all know reputation matters. While it takes years for a company or organisation to build up a good reputation, it can be shattered in just a few hours by poor leadership, faulty products, unethical behaviour to name but a few reasons. The same goes for an industry sector or an association itself. A crisis in one company can light a fire that burns a hole in the reputation of an entire industry or association. That's why, in order to promote the reputation of the sectors they represent, associations must take a joined-up approach to their communications. Our selected article this month, taken from the latest print issue of Communication Director Magazine, sets out the key steps communicators should take to reinforce their sector's reputation, and make sure any unexpected fires are contained before they spread.

It's not only unexpected fires that keep communicators on their toes: emerging technologies ensure that the communications landscape is never fixed, and new touchpoints between brands and their audiences present new challenges for communications professionals. The latest is digital voice assistants: those rather eerie disembodied voices that we use to control a broad range of different IoT-enabled services. Our highlighted survey this month examines consumer attitudes towards this increasing blending of the digital and non-digital in our lives, and prompts some interesting questions about the role of brand communications in a future where the entirety of your brand experience takes place at your fingertips - or at your vocal command.

Finally, if you want to keep receiving the most relevant content on corporate communications and PR, don't forget to confirm or update your contact information for your free newsletter. [Review your contact info »](#)



## PERSONNEL CHANGES .....



### **Ayme-Yahil to lead marketing and communications at Panalpina**

Dr. Edna Ayme-Yahil is appointed corporate head of marketing and communications at Panalpina. She will report directly to CEO Stefan Karlen. Until joining Panalpina, Ayme-Yahil ran DigiComms, a communications consultancy. She has ... +

### **Mercedes-Benz PR under new management**

Katja Bott will assume responsibility for the global communications of Mercedes-Benz Cars in the autumn. This includes the Mercedes-Benz, Mercedes-Maybach, Mercedes-AMG and smart passenger car brands. She will succeed Bettina Fetzter, ... +



## **🇫🇷 Pernod Ricard recruits Fabien Darrigues**

Pernod Ricard, the world's second biggest wine and spirit producer, has hired PayPal's Fabien Darrigues as external comms director. He will report to group comms director Olivier Cavit and will manage all external ... +

ADVERTISEMENT

**PRESSPAGE**

**Is your newsroom up to date?**

Click here to request your free newsroom analysis report now and compare your newsroom to the industry standards.

Create | Distribute | Analyze  
[www.presspage.com](http://www.presspage.com)



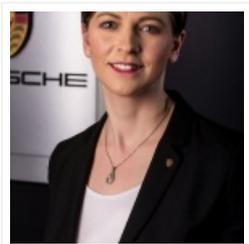
## **🇳🇴 Mapillary appoints Sandy Errestad**

Sandy Errestad, former PR and communications lead at Minc, has recently joined online geotagging service Mapillary as head of communications. A PR and communications consultant specialising in fast-growing companies, Errestad worked ... +



## **🇳🇴 New communication and public affairs head at Statkraft**

Severin Roald has been appointed new senior vice president of communication and public affairs in Statkraft. Roald has extensive communications management experience from senior positions in both Telia Norway and Aker ... +



## **🇬🇧 Mahlstedt to lead marketing at Porsche Cars GB**

Porsche Cars GB has appointed Margareta Mahlstedt as general manager, marketing. She leaves her current role as director of Marketing at Porsche Cars Canada to relocate to Great Britain succeeding Ragnar Schulte, who has taken a new ... +

ADVERTISEMENT

## Do you know how well your brand is performing?

The VIM Brand Dashboard collects data from a range of sources to provide real-time insight into your brand's performance allowing you to optimise your brand and ultimately improve its value.



Delivering your brand promise



## JOBS



Groupon International Limited

### **PR & Content Executive**

Location: Bristol



MyTaxi

### **Senior Public Relations Manager (m/f)**

Location: London



Credit Suisse

### **Group Internal Communications Manager**

Location: Zürich



Zalando SE

### **Direct Communication Manager Central Europe**

Location: Berlin



CALZEDONIA

### **MEDIA & COMMUNICATION SPECIALIST**

Location:



Solvay

### **Content Promotion & Campaigns Specialist**

Location: Brussels

ADVERTISEMENT

# Uncover stakeholder perceptions with CARMA's Reputation Index

Tap into actionable insights about your brand and spokespeople with integrated media intelligence and consumer insights.

[carma.com](http://carma.com)



## ARTICLE .....



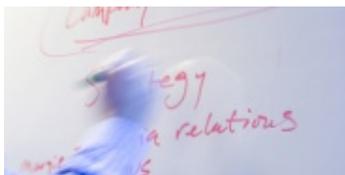
### Reputation by association

To promote the reputation of their sectors, associations must take a joined-up approach to communications

[read more](#)



## 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 ... +



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





## Digital voice assistants: the next frontier in brand communications?

The blending of the digital and physical worlds is evolving from a wide range of parallel services to a truly seamless experience. Leading this development is the emerging prominent role of the digital voice assistant (DVA) device, as it makes accessing these disparate services more easy. The key question for brand and their communicators is how well will they be able to develop [read more](#)

# COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

**Publisher:**

Rudolf Hetzel

**Editors:**

Dafydd Phillips,  
Jan Wisniewski  
[info@communication-director.com](mailto: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](mailto:Helge.schlueter@communication-director.com)



**Personnel:**

Mike West  
[mike.west@quadriga-media.com](mailto:mike.west@quadriga-media.com)

**Jobs:**

Gregor Ringsdorf  
[gregor.ringsdorf@communication-director.com](mailto:gregor.ringsdorf@communication-director.com)

[www.communication-director.com](http://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](#).