

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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WHAT'S THE PURPOSE OF PR?

The inconvenient truths of post-Spin PR.

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While we are not big on sticking to New Year Resolutions - after all, "Consistency is the last refuge of the unimaginative" - one resolution we heartily endorse for 2019 is to stand up for your values. In the new knowledge economy, information is red-hot currency, and, as our guest author Paul Afshar writes, "the public want it in as unadulterated, authentic flavour as it comes". Audiences don't just want to know about what your company does, they want to know where you stand on important issues. For example, FleishmanHillard's Authenticity Research for 2018 shows that 60% of UK consumers believe it is important for companies to express their views on a range of social issues from #MeToo to Brexit. Paul's article - taken from the latest issue of Communication Director magazine - could give you the impetus you need to make a firm resolution to introduce a clearer sense of social purpose to your public relations and communications work this year.

Alongside the article, you'll find our regular line-up of personnel news, events and job offerings – so whether you want to bring renewed purpose to your career, your function or your organisation, we wish you all the best for 2019.

If you'd like to keep receiving these kinds of insights from Communication Director, please confirm or update your contact information for your free newsletter below:

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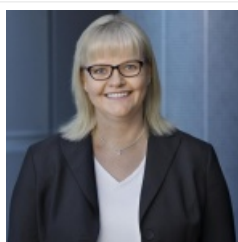


PERSONNEL CHANGES



Telefonica appoints Eduardo Navarro as global comms director

Telefonica's board of directors has announced that, from January 1st 2019, the Brazilian executive Eduardo Navarro de Carvalho will take on the role of global director of communication, brand, public affairs and ... +



Karhusaari appointed Senior Vice President Communications and Marketing at SRV

Maija Karhusaari has been appointed Senior Vice President Communications and Marketing at SRV Group Plc. She has last worked as senior vice president, communications and marketing at Business Finland. Prior to this she was ... +

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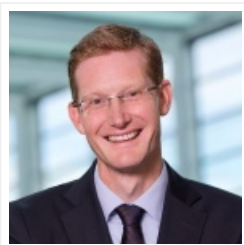
Rowney joins Macmillan Cancer Support

Macmillan Cancer Support has appointed Claire Rowney as executive director of fundraising, marketing and communications. She will succeed Richard Taylor in February. Taylor is leaving Macmillan to pursue a career in executive ... +



Nimali Samarasinha leads EUFIC communications

Nimali Samarasinha joined the European Food Information Council (EUFIC) in December of last year, covering corporate, external and internal communications. With over a decade of strategic communication experience Samarasinha ... +



New PR manager at Experimenta Science Center

The Science Center Experimenta in Heilbronn, Germany has hired Thomas Rauh as PR manager and deputy spokesman. Rauh comes from Heilbronn's German Graduate School of Management and Law (GGS), where for five years he was head of ... +

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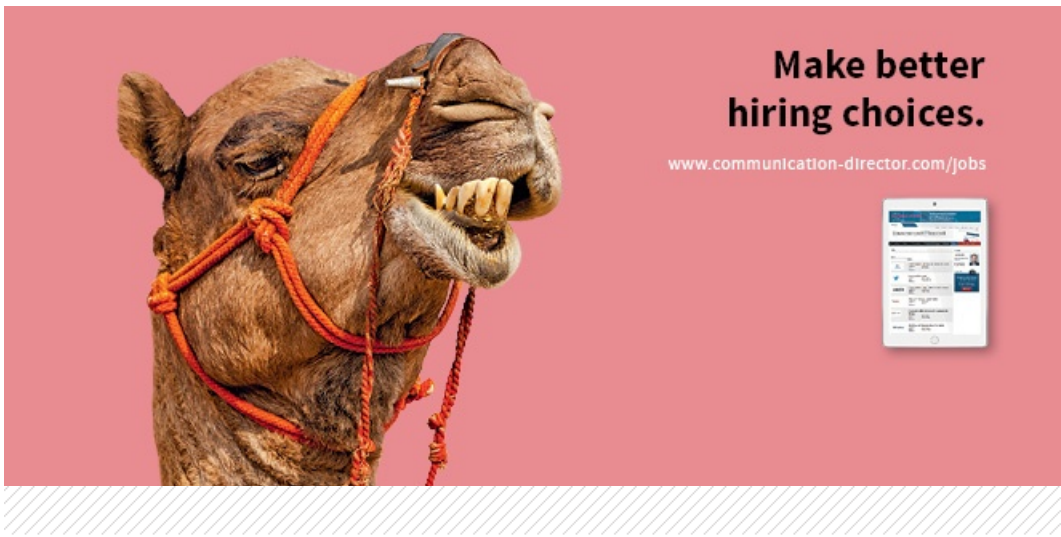


What's the purpose of PR?

Spin is dead: what millennials demand is purpose – in companies, in brands and in public relations.

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EVENTS

28.01.2019, Madrid

Communications as an attracting factor for tourism and foreign investment


This EACD event will feature José María Palomares, Director of Communications, Universidad Europea, and president of the ... +

07.02.2019, Oslo

Unlocking the power of internal communications

The European Association of Communication Directors invites you to the upcoming Breakfast Forum in Oslo. "Unlocking the ... +

FACTS & FIGURES

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How Europe's communicators assess fake news

The most recent European Communication Monitor sheds a paradoxical light on how the continent's communicators respond to fake news. The study- launched in July last year and based on almost 3,100 communication professionals in 48 countries - shows that a quarter of organisations in Europe have been affected by fake news. In addition, misleading content is promoted [read more](#)

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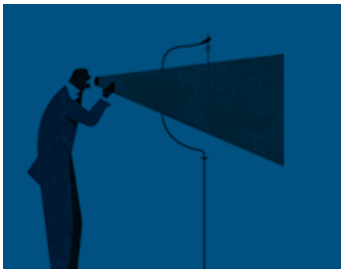
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