

ANNUAL REPORT 2012

Introduction



The CIPR's Royal Charter commits it to:

- promote higher standards of practice and professional conduct in public relations,
- promote understanding of the contribution of public relations to the economy and society
- represent the interests of members and to act as an authority on public relations in public life
- provide member services.

The vision is for an institute at the heart of a membership respected for its professionalism and diversity of function, where the value of what members do is understood by organisations, government, civil society and the public.

In this annual report you will see how, in 2012, we worked in the spirit and direction of the Charter, providing formal and informal professional development opportunities to a high standard. This includes the qualifications and training, conferences, events and seminars offered in that year.

2012 saw a 28.6% increase in members completing their annual Continuing Professional Development requirement of 60 points in the year. Although our CPD system could still improve, it is becoming a key route to personal development and professional achievement. As well as this, there was a 26% increase in workshop delegates and a 30% increase in enrolments on our qualifications.

This report includes information on the CIPR's governance in 2012 and how the CIPR manages a credible and effective disciplinary structure

that regulates the professional conduct of our members.

To guide and represent members in 2012, we delivered a range of policy activity, from the development and distribution of best practice guidance to leadership in public debate around diversity in the public relations workforce and issues in lobbying. We worked to promote the value of reputation and to lead and develop member skills in areas such as digital and social media.

2012 was a year in which the CIPR was at times at its most vibrant, delivering an outstanding national awards event with an Olympic theme, to mark the London 2012 Games as well as a UK wide awards programme that takes the values of excellence to all corners of the country. Our member-led groups, whether geographic or sector-based, worked to promote the values of the profession with an exciting and engaging range of events and activities. It was also at times at its most frustrating when a well-intentioned mistake during the election process allowed reputational harm to be done to the Institute.

This report provides an account of the operational performance of the CIPR in 2012 and accompanies the Financial Report ahead of the Annual General Meeting, to be held on 13 June 2013.

Jane Wilson MCIPR

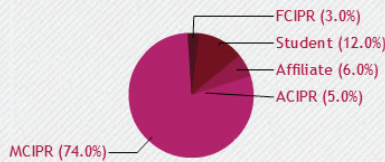
2012

A year of participation



Member make-up

+14%
New Member admissions



+259%
Student Membership



Other highlights



President's Statement



In my year as President of the Institute, the CIPR made progress on many fronts. The membership changes created a more modern way to advance through the membership grades and we carried out a root-and-branch review of our training offer, making it relevant and fresh. We aim to make the CIPR accessible wherever you are have focused on expanding our presence online and in social media as well as launching a webinar programme, which is free to members.

Our Groups have organised popular and interesting events in the regions and nations, as well as for the disciplines and sectors within the profession. CIPR Inside worked with CIPR staff to run a highly successful internal communication conference. The work of our Social Media Panel resulted in the best-selling business book "Share This" and the Social Media Panel also ran another successful conference. We consolidated our progress on diversity, working with Hanson Search on a report into the challenges faced by women returners in the profession and held our first Equal Access Network event, open to anyone interested in diversity issues public relations, in December. We press on with the work we're doing on UKPAC and the Lobbyist Register, we've responded to high profile ethical dilemmas and media 'stings' and provided input to the Leveson Inquiry and a Select Committee on lobbying.

The Olympic-themed Excellence Awards in May featured outstanding examples of public relations work. I was pleased to present the President's Medal to Lord Coe ahead of the success he and the team made of London 2012. The PRide awards were, again, packed with superb campaigns of an exceptionally high standard.

The CIPR is a membership organisation, a qualification awarding body, a learned society, a

commercial business and a standard bearer for the profession. This means we have corporate governance requirements well beyond that of a straightforward business and a Charter that demands action in the public interest above all else. It's in this context that I mention the election for the President for 2014. A well-meaning but ultimately misguided sequence of decisions, which we took responsibility for, resulted in the Council of the CIPR voting to re-run the ballot. The reputational damage was short-lived and a stronger focus on governance issues and a better set of rules to guide the management of elections has emerged. A significant widening of the pool of eligible candidates is indicative of the radical steps that were taken in learning from the election experience.

My year as President ended on a high note, thanks to the staff of the Institute for their unstinting support and professionalism. Our finances have remained in good shape, with sustained profitability and a focus on building healthy and appropriate reserves, despite huge economic challenges. The team have delivered beyond expectations on many fronts. I am particularly pleased to see growth in membership, a real acid test of our appeal and relevance to today's professional PR and communications practitioners.

Thanks to the CIPR Staff, CEO and Directors, Board, Council, Sector Groups, Member Groups in the devolved Nations and English Regions, our sponsors, partners and above all our members, I am proud to say that we have continued in our quest to stay current, relevant and at the cutting edge of the profession.

Sally Sykes FCIPR

Continuing Professional Development

The most popular reasons given for joining the CIPR is to seek out best practice and opportunities for professional development (see the infographics section at the end of this report). For the Institute, the provision of education and skills training is one of the ways in which we promote standards of practice and fulfil the objectives in our Royal Charter. From entry level to industry leader, the CIPR offers a route through learning to personal development and professional achievement.

The route includes classroom taught qualifications and training workshops, all developed with the needs of a modern professional at their core, which are complemented by the informal opportunities to gain insights through networking, conferences, seminars and events.

The CIPR's Continuing Professional Development ladder is rapidly developing into a pathway to greater professionalisation of public relations, focusing on the people who engage in the practice, their needs and their ambitions. It is the cornerstone of our Chartered Practitioner and Accredited Practitioner designations. In recent years the CIPR has developed an online system, which is the only one of its kind specifically for public relations professionals, making it easier to log and track progress.

In January 2012 we made the decision to automatically enrol all new members into the CPD system, and they now receive a welcome email, advising them on the benefits. In May, a new flexible structure was introduced to CPD for senior members and from July, Accredited Practitioner status was automatically awarded to qualifying participants.

We improved the functionality within the online system, with members now receiving an auto-

matic email when they have completed their 60 points, but they can continue to add activities to their record even though they have recorded the required number of points for the calendar year. A new CPD handbook was produced and we made the information on the CIPR website a lot clearer, adding a tips page.

At the end of 2012, 1,305 members were participating (in that they logged at least one activity beyond registering) in our CPD system, compared to 1,098 at the same point in 2011 – an 18% increase. 979 members earned 60 points or more, completing their 2012 cycle, which is 218 more completions than the previous year and represents a 28.6% increase.

Education

The CIPR offers opportunities to learn about the theory and practice of public relations to suit the career stage of the member looking to participate.

In 2012, 124 members successfully completed our Foundation Award, which is aimed at school-leavers, students and people considering a career change.

For those wishing to progress their learning as junior practitioners the CIPR offers an Advanced Certificate and typically around quarter of those who complete the Foundation Award go on to take it. In 2012 there were 134 graduates at this level from five UK centres and one overseas centre.

For those who wish to study for a professional qualification in internal communications in particular, the CIPR offers short 'Certificate' and 'Diploma' level courses. 66 members gained the Certificate and 67 gained the Diploma in 2012. There are also short

'Diploma' courses available in Public Affairs, which 35 members successfully completed in 2012 and in Crisis (Response) Communications, which saw 17 graduates. The CIPR Diploma in Public Relations is the central qualification the Institute offers. It is structured to teach the concepts that underpin practice, the essential elements of the planning process and to equip the student to apply them at a strategic level. 198 members graduated from five UK centres and six overseas centres at this level in 2012. In total, 322 members gained a CIPR Diploma during the year.

Skills

In 2012 the CIPR undertook a root and branch overhaul of our training workshops. A series of roundtable discussions helped us to gauge the training needs of the different parts of our customer base and to establish where we could make improvements. From there, the training programme was reviewed and we streamlined the number of workshops where we found overlapping content. We invested in the intellectual property contained within the training offer and expanded our trainer faculty to ensure continuity of delivery in the most sought after areas of personal skills development.

A total of 1,532 members and non-members participated in 188 CIPR workshops in 2012. The majority of these workshops were aimed at levels 1 and 2 – for junior participants, with a significant minority offered to senior professionals.

21 separate topics were made available to members – free of charge – through a webinar platform as live and interactive training opportunities. Nearly 800 members participated in these throughout the year. Topics included crisis management, media relations, social media and several others.

Accredited and Chartered Practitioner is awarded to members participating in CPD, with a complete two year record, the CIPR Diploma or a CIPR-recognised Masters degree. Chartered Status is awarded to CPD-participating members who have completed a rigorous assessment of their professional expertise. These lev-

els act as indicators of commitment to personal development and professionalism, with Chartered Practitioner being the 'gold standard'.

There were 1,238 Accredited Practitioners at the end of 2012 – a sharp rise from the 297 at the end of 2011. The reason for the dramatic increase was the decision, taken in June 2012, to award the designation to Diploma holders who are actively recording their CPD. However, 571 members have gained the status through the CPD alone, so the like for like rise of 274 still indicates a doubling of participation.

14 applicants were accepted onto the Chartered Practitioner scheme during 2012 having successfully completed stage one of the process. 25 people did not complete stage one, with time and work pressure given as the biggest reason for this and many said they would revisit it in the future. Three new Chartered Practitioners were conferred in 2012.

- Ms Julie McCabe MCIPR
- Mr Richard Flynn MCIPR
- Mr Meilyr Ceredig MCIPR

There are currently 39 Chartered Practitioners.

Membership trends

In keeping with the Annual Report for 2011, the CIPR continues to report quarterly trends in membership. At four points in the year, (six weeks after the end of each quarter, once all leaving members have been lapsed from the database) membership can be calculated. We believe our annual reporting reflects as accurately as possible the fluctuations in membership, as people join, renew and leave the CIPR.

In time for the start of the 2012 academic year, the CIPR introduced free membership for students on recognised courses. This helped to contribute to the overall rise in admissions, and more than doubled the student population of the CIPR by the end of quarter four.

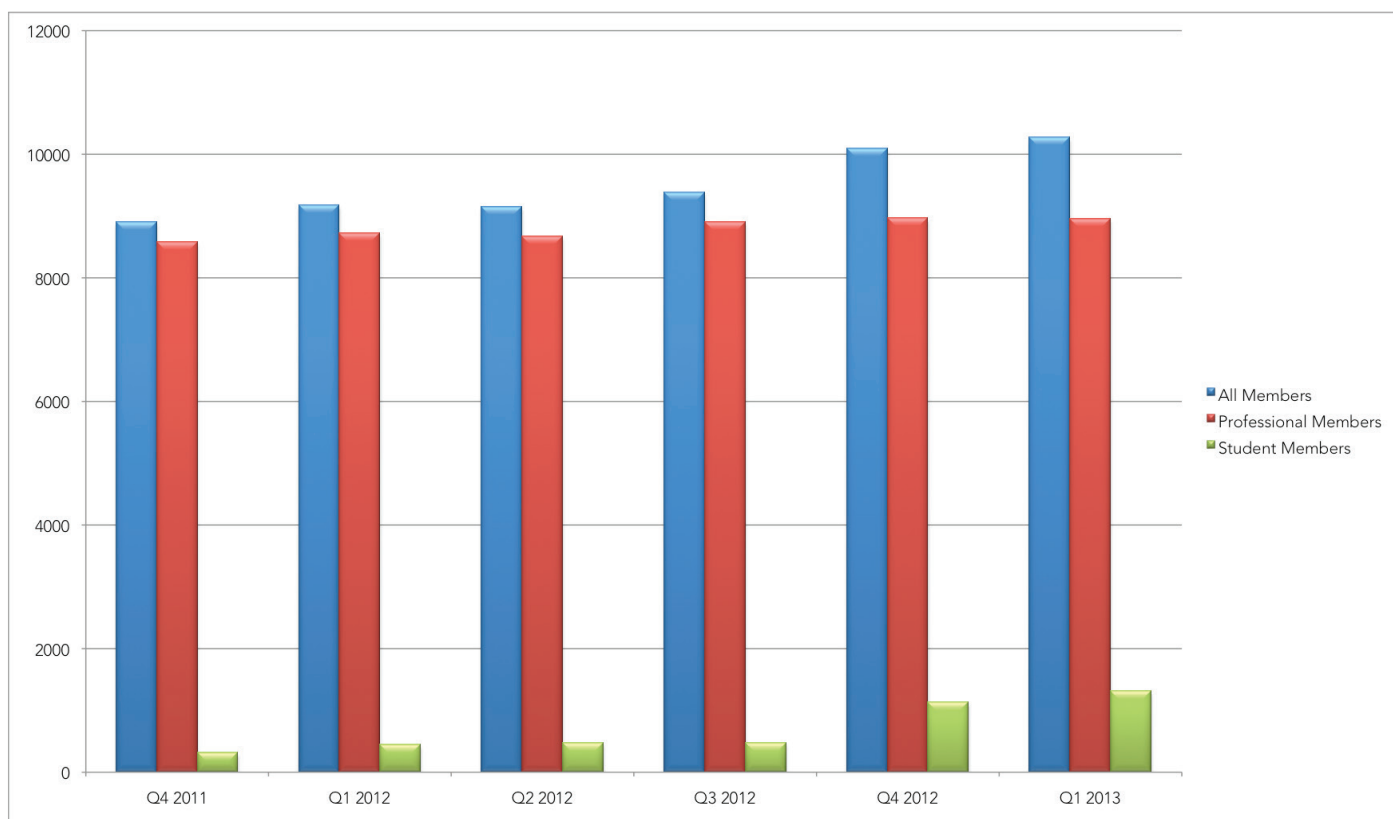
Although professional memberships fluctuated between Q1 and Q2, in three of the four quarters in the year professional membership increased on the previous quarter end figures. At the close of Q4 2011, there were 8,584 professional members and at the close of Q4 2012 there were 8,964 – a net gain of 380 across the year and a 4% increase. Total admissions to membership increased by 14%. Total membership at the close of Q4 2012 stood at 10,095.

Membership Breakdown

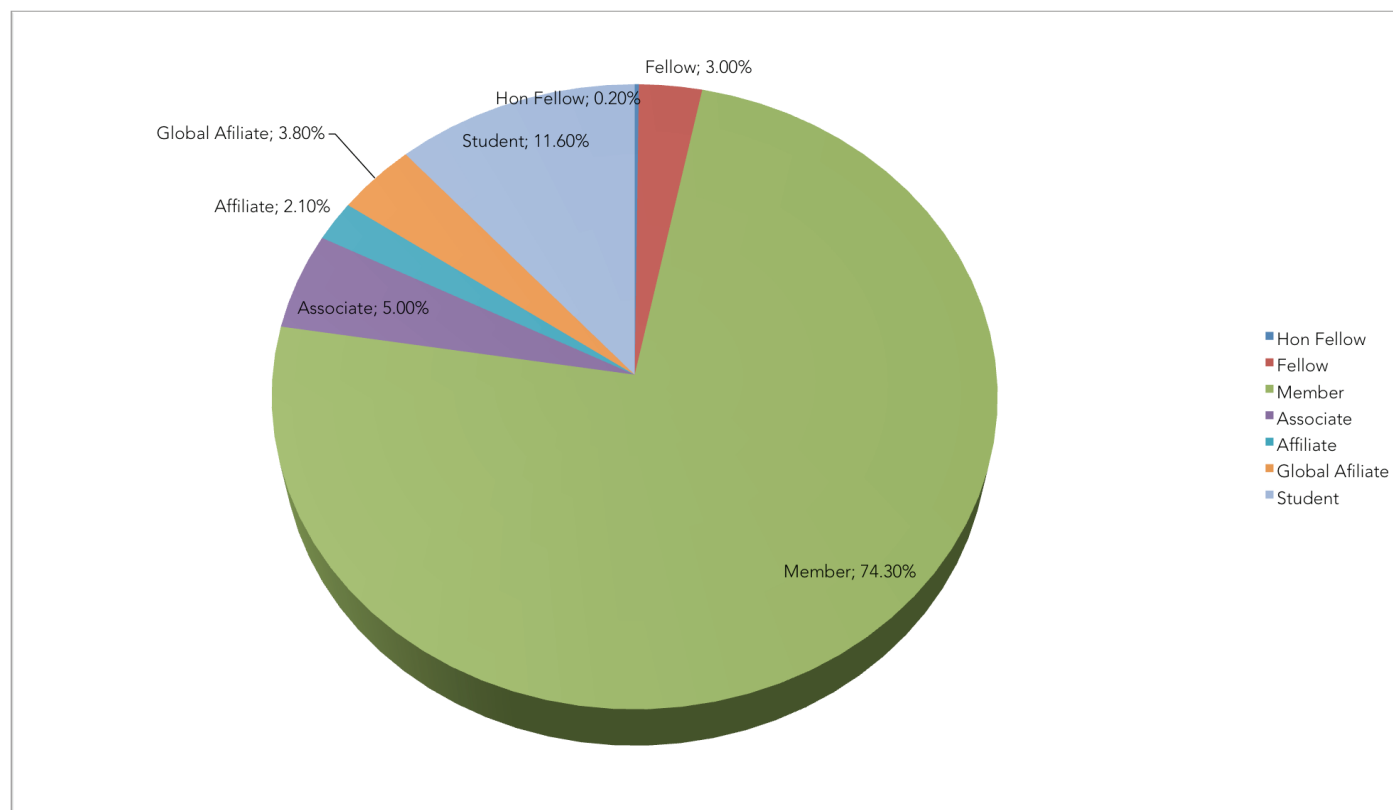
Following changes to the membership structure in 2011, the Member (MCIPR) grade increased as a proportion of the total membership from approximately 60% to 80%. In 2012, the introduction of free student membership influenced this again and the proportion fell to just below 75%. Including Fellows and Honorary Fellows, voting members of the CIPR still account for around 80% of the total.



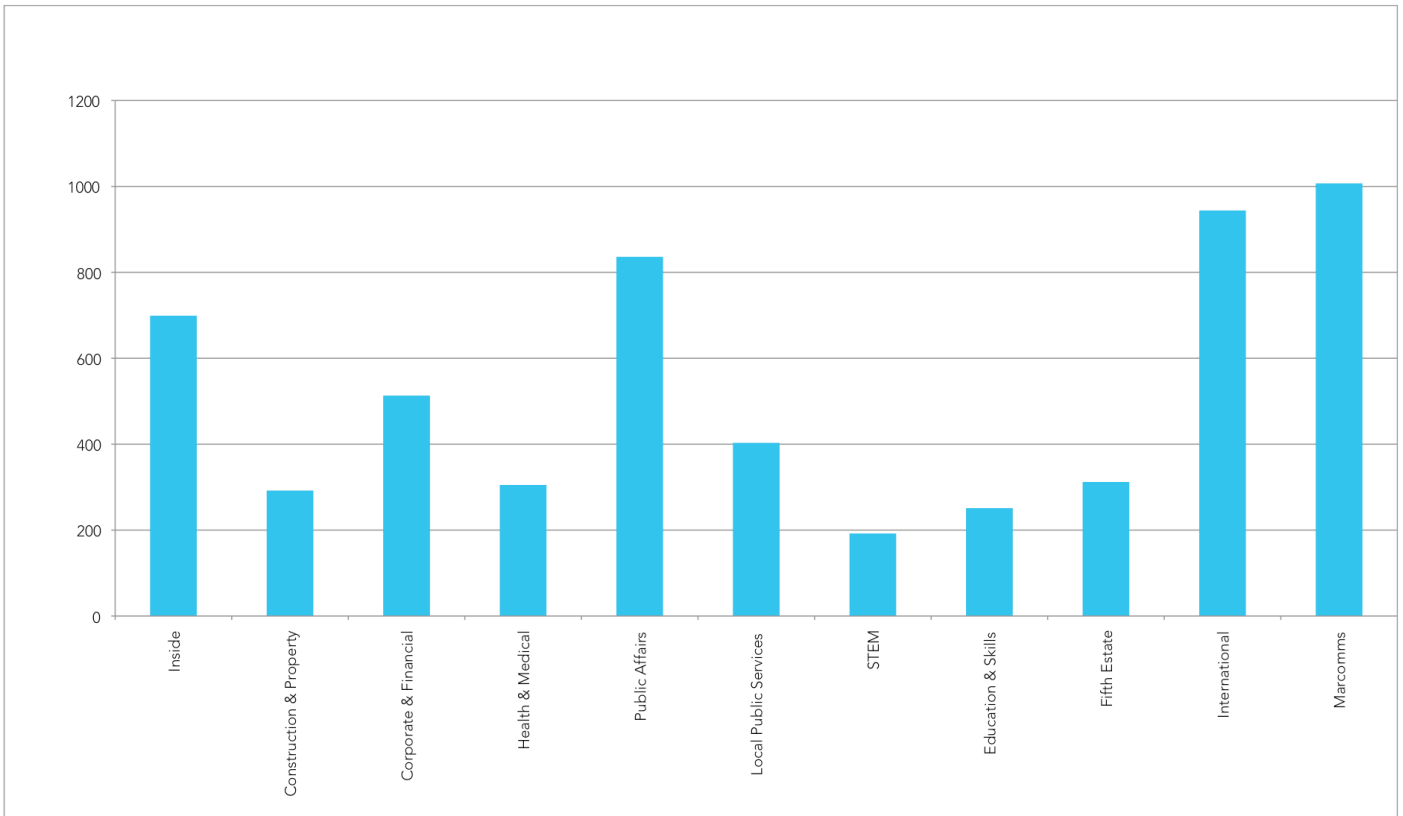
Membership trends 2012



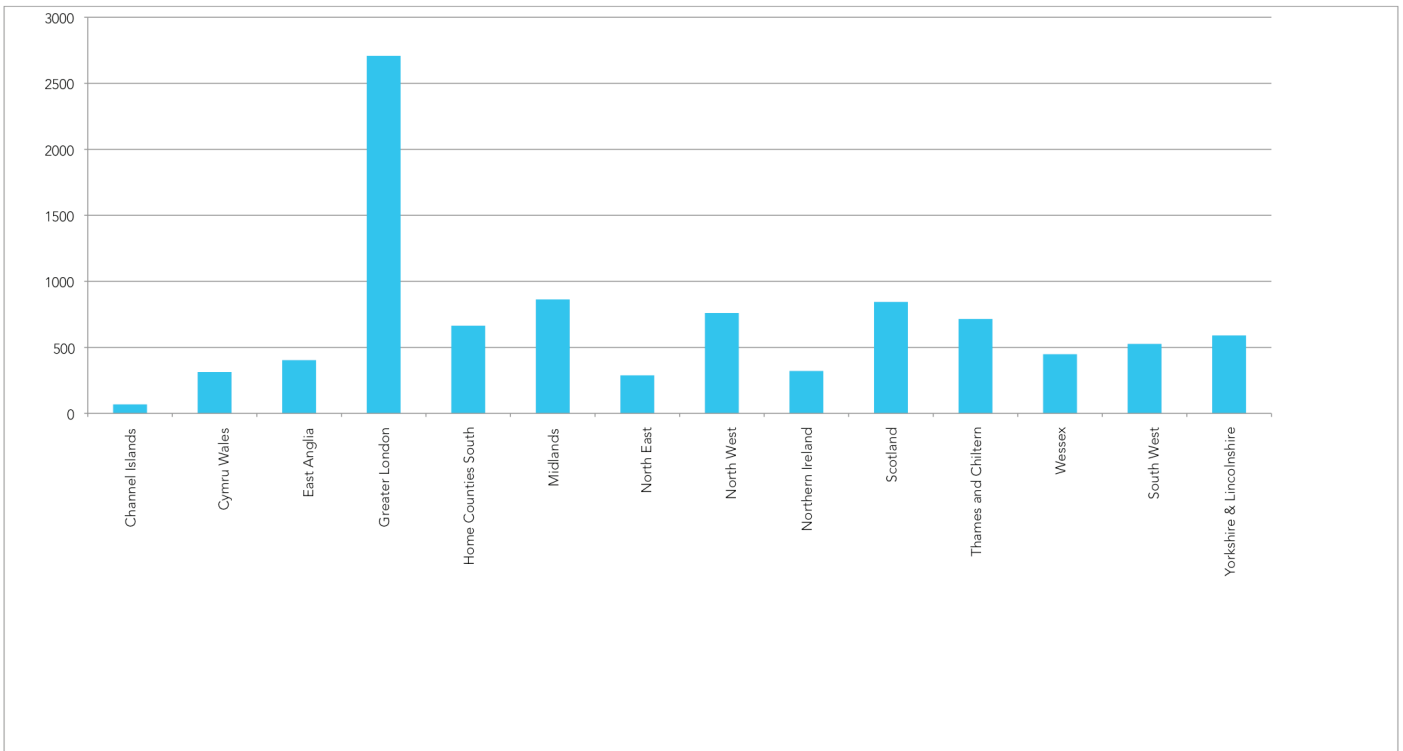
Membership breakdown 2012



Sector group membership (indicative 2012)



National/Regional group membership (indicative 2012)



Representation

The CIPR provides a strong voice for the profession and practical guidance for members. Key themes that underpinned our policy work in 2012 were set out in "PR2020", the 2011 study by Dr Jon White into possible futures for the public relations profession. These include providing clear thinking and guidance on measurement and evaluation, leading and further developing practitioner knowledge of digital communication and addressing issues in diversity in employment. Elements of this featured heavily in our 2012 policy highlights:

Best practice guidance

The CIPR worked with members and wikipedians to produce guidance (published in mid-2012) setting out a best practice route for public relations professionals to engage with the editors of Wikipedia pages.

The Value of Reputation

The CIPR continued to work with the IoD to highlight the value of reputational management as a board-level responsibility. At the 2012 Excellence Awards, Emma Leech, Director of Communications at Nottingham University became the second CIPR-IoD Public Relations Director of the Year.

Diversity Working Group

Guidance on ethical Internships and Work placements was published in March 2012. In August the Diversity Working Group launched the Equal Access Network, a forum for members and non-members interested in or affected by diversity issues in the profession. 'Future Perspectives', a research project to gauge the attitude of 16-18 year olds towards the public relations profession was launched.

Social Media

CIPR supported Social Media Week London

and maintained the successful "Social Summer" seminar series and provided speakers and experts for a conference. The CIPR Social Media Panel produced "Share This" – a handbook for public relations professionals. Edited by panel member Stephen Waddington MCIPR and published by Wiley in July 2012, the handbook sold over 2000 copies by December.

PR Register

The CIPR proposed and developed the first register of members as a means of highlighting their accountability to the code of code in 2012.

Leveson Inquiry

The CIPR wrote to Lord Justice Leveson, commenting on the Inquiry into media standards and responded to the report in to the Inquiry findings.

Lobbying

The CIPR responded to the Government consultation on a statutory register of lobbyists and gave evidence to the Select Committee. A draft definition of lobbying for use in a legislative context, was commissioned and submitted to the Government.

Recognising Excellence

The CIPR recognises excellence in professional practice through its annual awards, which are judged by experienced members who have a special interest in each category area. Entrants are shortlisted and interviewed in a rigorous process that seeks the highest levels in achievement and innovation in public relations. The awards recognise individual contributions as well as campaigns or projects which have achieved outstanding results. They are a powerful symbol of the professional standards of any organisation and its employees.

Excellence Awards

The 'London 2012' themed Excellence Awards were hosted by Colin Jackson, former British Olympian. With a total of 678 entries in February, 120 organisations were shortlisted by 87 hardworking judges over 27 categories and the awards were presented at a glittering black tie event in the London Hilton on Park Lane, London, on 28 May in front of 770 guests.

During the evening, the CIPR President's Medal was presented to Lord Coe, gold medal winner and Chair of the London Organising Committee of the Olympic Games and Paralympic Games. The award was in recognition of his role in London's successful Bid for the Olympic Games, his outstanding leadership during the delivery phase of London 2012, and for his role as an ambassador for British sport.

PRide Awards

The CIPR PRide Awards recognise the outstanding talents and achievements of practitioners across the UK. In 2012, there were 1,007 entries, with over 60 judges

working across the national and regional groups to shortlist 841 finalists. Gold awards were made to 271 winners at the 12 black tie dinners, where over 2,300 public relations professionals were welcomed. Events ranged from 92 guests at the CIPR East Anglia dinner, to nearly 350 at the CIPR Scotland PRide Awards.



Governance and Accountability

The CIPR is governed by a Council of volunteer members, from which standing committees and the Executive Board are drawn. It ballots members annually to elect a proportion of the Council and the posts of Treasurer and President-Elect. Throughout 2012, Council discharged its general business across five meetings, in line with the requirements set out in the Charter Regulations. The 2012 AGM was held in June, with more than 80 members present and the Director of Government Communications as guest speaker.

The result of the election for President-Elect 2013, held in September and October 2012, was subject to a complaint. At the close of nominations at noon on 24 September only one candidate had been nominated and they were informed that they stood unopposed. That evening, an appeal to consider a late nomination was considered by the CIPR President. The late nomination was received and considered in good faith and flexibility on the deadline was allowed on this basis. The election then proceeded with two candidates.

In the week following the announcement of the election result, a complaint was made about the decision to allow the late nomination. In line with the CIPR's election regulations, a report was prepared for Council who then voted to take action based on the late nomination and a fresh election was called. The basis of this decision was that there is no provision in the CIPR election regulations which were valid at that time for the deadline for nominations to be appealed and that the decision to allow the late nomination invalidated the election.

The CIPR admitted the mistake and apologised to members who had a right to expect a better standard of governance. In a report to Council, recommendations were made about how the CIPR rules governing elections might be improved. Council felt it appropriate to take the opportunity presented to review the rules before conducting a fresh election in order to avoid any previous issues about the election process. In January 2013, a number of technical and process improvements were voted on by Council and new set of election rules was communicated to members. The criteria governing candidate eligibility for the post of President-Elect was extended to include all voting members. This was a strong response to a difficult situation and has now created a more democratic Institute.

All CIPR members are accountable to the Code of Conduct. The Code, which is a public document through which anyone with a valid complaint can seek redress, is supported by a structure of regulation.

2012 saw a reduction in both the number of complaints handled and the time spent on regulatory issues generally, compared to 2011. Whereas 10 valid complaints were received in 2011, eight were received in 2012, with the number of hours billed by the regulatory consultant falling from 429 to 355. Complaints can take time to resolve where conciliation is not an option and there may not be an outcome in the year in which they originate. One complaint made in 2012 was formally determined in the same year. In 2011, seven complaints were resolved through conciliation, but only one could be resolved by this route in 2012. Of the re-

maining six complaints made against members in 2012, three cases were resolved in the first half of 2013, two were in abeyance at the end of 2012 pending the outcome of related legal proceedings and one compliant was dropped by the complainer.

The hearing panels in 2012 were made up of Council Members who form the Professional Practices Committee and Lay Members, selected for their background in regulatory issues and their lack of direct experience of public relations practice.

Member-led Networking



CIPR member groups – whether national, regional or sector based – are the vibrant heart of the Institute. They are volunteer-run, connecting the CIPR with its members in the places they live and the sectors in which they work. It would be impossible for this report to capture the range of activities organised by 14 national or regional groups and 11 sector based groups, so this report will focus on the highlights whilst applauding the commitment and contribution of each committee and every committee member who gives up their own time to help the CIPR grow and develop.

Highlights of the year included the annual CIPR International Group Maggie Nally Memorial Lecture which was held at the Houses of Parliament on 19 January. An audience of more than 100 CIPR members heard guest Richard Gizbert, presenter of Al Jazeera's 'The Listening Post' programme, discuss the Arab Spring.

The annual Internal Communications conference, "Putting Employees First" was hosted by CIPR Inside at the Kia Oval in central London in November. Over 150 delegates gathered to hear speakers from organisations including Maersk Line, Network Rail, Yammer and The Engage for Success Task Force.

The theme for the October CIPR Northern Conference, organised jointly between the North West, North East and Yorkshire and Lincolnshire Groups, was 'Fit for the Future'. Members were able to take part in an excellent range of panel discussions and workshops. Reputation was the focus for the CIPR West of England Conference in May. Speakers included columnist Suzanne Moore and media commentator Stefan Stern.

The Celebration of the Coca-Cola CIPR Media Awards 2012 in association with SPAR took

place at Hastings Europa Hotel in May and was hosted by the BBC's Justin Webb. The 300-plus guests on the evening comprised of media in Northern Ireland including press and broadcasters from local and national media, local PR companies, CIPR representatives, judges and sponsors.

CIPR Public Affairs and CIPR International organised a Summer Party, the first joint party between the two groups, at the National Liberal Club, sponsored by the Enterprise Forum.

Among several excellent events organised by CIPR Scotland in 2012, their "Social in the City" series stood out, with a range of speakers on social media at venues in Edinburgh and Glasgow.

Journalists and members from the education and skills sector, gathered at the House of Commons in January for the eighth CIPR Education Journalism Awards, sponsored by the CfBT Education Trust and Graham Stuart MP, Chair of the Education Select Committee. Professor Sir David Melville CBE, Chair of Pearson Education, gave a keynote address and Dorothy Lepkowska went home with the Ted Wragg Award for sustained contribution to education journalism.

The CIPR Corporate and Financial Group held a range of very successful and engaging events in the City of London. Speakers included Philip Coggan of the Economist, Laura Kuenssberg, Business Editor, ITV News and Jackie Brock-Doyle, former Director of Communications & Public Affairs for the London Organising Committee of the Olympic Games & Paralympic Games.

The President and Chief Executive would like

to record their sincere thanks and gratitude to all members who actively participate in Group committees, making activities (examples of which are listed above) possible.



iprovision



iprovision is the benevolent fund of the CIPR. It was set up in 1965 "to provide assistance in cash or in kind or in any other appropriate manner for the relief of poverty of any CIPR member or bona fide dependent and dependent of any deceased member having regard to his/her circumstances and status in life".

The Fund is there to give support, advice and assistance to CIPR members, who have hit hard times, most commonly through unemployment, disability or illness. Iprovision's part-time administrator, working with the Trustees (all CIPR members), is on call to help members facing hardship through the iprovision phone line 020 8144 5536 or by email administrator@iprovision.org.uk. The Fund can provide one-off grants, continuing grants or interest free loans, depending on the circumstances. All applications are treated confidentially.

During 2012, four members received financial support: -

- a grant to help a self-employed member with the extra day-to-day costs recuperating at home following major heart surgery. Her ability to work and earn had been affected as her health deteriorated in the year or so prior to surgery.
- a payment to meet the extra heating and phone costs over the winter months of a disabled member who lived in an older house out of town and was not eligible for state benefits
- an interest free loan to pay for essential health and safety work to an unemployed member's

kitchen. The member agreed to pay back the loan in instalments when she got a job.

- a grant to pay off three months of mortgage arrears accrued by a retired member on limited pension who had used the money to meet an urgent unforeseen bill.

The Trustees are concerned that there may be CIPR members who are in need and do not know that Iprovision is there to help. The Trustees have re-vamped the information on the CIPR and Iprovision website and contacted all regional and sector groups about Iprovision so that any member in hardship can be directed to the Fund.

The Fund is dependent on donations from members – particularly the £10 'voluntary levy' members opt to pay on renewal of their CIPR annual membership. In 2012, iprovision received over £32,000 in donations from members. The Trustees are keen to encourage all members, who pay UK taxes, to sign up for 'gift aid' which can bring an extra 25%. The Trustees, too, acknowledge the fundraising efforts of CIPR groups for Iprovision during the year – particularly Greater London Group, North-East, Scotland, Wales, Local Public Services and Corporate and Financial groups.

At the 31 December 2012, iprovision had funds totalling just over £755,000. The Trustees aim is to build the Fund to over £1 million to meet needs of members now and in the future.

Following the successful outcome of the Charity Tribunal - with its judgement in February 2012 confirming the charitable status of benevolent

funds - the Trustees are currently reviewing the Iprovision Trust Deed of 1965, in consultation with the CIPR Council. The review is looking at widening Iprovision's benevolent criteria to include past IPR/CIPR members, as well as current CIPR members.

Partnerships

The CIPR wishes to thank the partners who renewed their relationship with us during 2012:

Precise Group, who provide all our media monitoring services; broadcast partner markettiers4dc, who produced CIPR TV; Media Evaluation Research; PRWeek; Transport for London; ComRes providing annual research information; CrowdControlHQ providing us with social media monitoring support; new organisation PressPage; and long standing supporter Fox, who continue to provide print, direct mail and marketing services to us. Our relationship with Our Team 2012 continued until the end of 2012, during which time CIPR members helped raise sponsorship for new athletes entering the Olympic arena for the first time.

More detailed information about each of them can be found on our website at www.cipr.co.uk.

CIPR JobShop, managed by our Partner PR-Week, continued to generate a steady stream of income for the Institute during the year, despite the economy. Jobs from across the UK and in all areas of professional practice are included, providing a valuable resource to candidates and employers alike.

The CIPR continues to be grateful to the many organisations and Partners who support CIPR events and services with sponsorship, helping make them more affordable.

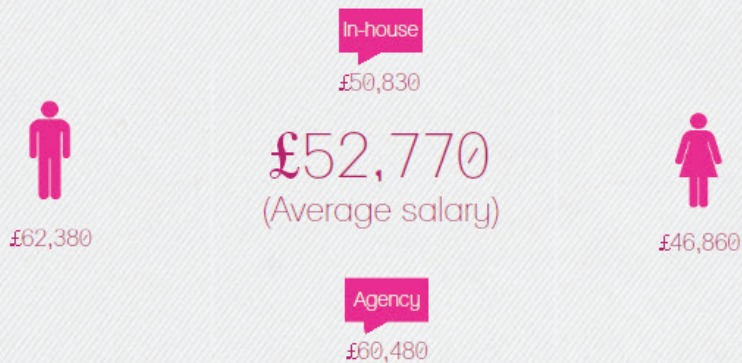


State of the Profession

Annual benchmarking survey



Salaries



Areas of convergence

Social media Customer service
Events Marketing Human Resources
Sales Digital Advertising I.T.

Top 3 future challenges



Customer Service Survey

Why join the CIPR?

20%
Access to
best
practice

16%
For
professional
development
opportunities

13%
Increase
credibility

12%
To join a
professional
community

How would you rate?

42%
Rate CIPR's email
communication as
very useful or useful

63%
Rate CIPR's overall
customer service as
very good or good

41%
Rate CIPR's website as
very useful or useful

2013 AGM NOTICE:

Members are invited to the CIPR Annual General Meeting (AGM) which will take place at Dorchester Library, Royal College of Physicians, 11, St Andrews Place, Regents Park, London NW1 4LE, at 9am, on Thursday 13 June.

Please confirm your intention to attend by contacting mahaj@cipr.co.uk.

For more information visit:
<http://www.cipr.co.uk/content/about-us/agms/2013>