

GOVERNANCE FORUM BRIEFING FOR DIRECTORS,
BOARD MEMBERS AND SENIOR MANAGERS

MAINTAINING REPUTATION AND DEALING WITH THE MEDIA

Monday, 22nd February 2010, 8.00 – 10.30am
at the IPA, 57-61 Lansdowne Road, Dublin 4



Effective communications to the public can have a major impact on the success of an organisation.

The old adage that “any publicity is good publicity” has been tested in many situations across state and public service bodies in recent times. The proliferation of demands from an ever growing number of news and media outlets is having significant implications for how organisations handle their communications both externally and internally.

This special event will discuss the importance of reputation and consider how boards and management teams can mitigate threats to the profile and reputation of the organisation even in times of turmoil. Good policies and processes are critical to organisations handling crises and challenges to their reputation.

TIME AND LOCATION

The Briefing will take place on Monday 22nd February 2010 at the IPA, 57-61 Lansdowne Road. Breakfast will be served from 8.00am. The presentations and open forum discussions will run from 8.30am to 11.00am.

LEAD PRESENTERS

MARK LITTLE is a well known Irish journalist, television presenter and author. He presented Prime Time for RTÉ until December 2009 and he is currently working on a significant new initiative focusing on digital media and global journalism. He became RTÉ’s first Washington Correspondent in 1995. In 2001, he returned to Dublin to become Foreign Affairs Correspondent. In his time with RTÉ, he has interviewed many national and international personalities and politicians including Barack Obama. He is a previous recipient of the TV Journalist of the Award.



MARTIN MACKIN is Director and Partner with Q4 Public Relations. Q4 PR, formed in 2003, is a leading provider of public relations, public affairs and other communications services. The activities include the provision of specialist advice to multinationals, leading Irish companies, high potential firms, as well as representative bodies and other organisations. Martin was General Secretary of Fianna Fáil from January 1998 until 2003 and was responsible for the party’s campaigning and election strategy, including the general election of 2002.



KIERAN FITZGERALD is currently head of Communications and Research for the Garda Síochána Ombudsman Commission. He has been a producer, reporter and researcher with RTÉ and he has worked on programmes that included The Late Late Show, Prime Time and Liveline. He was News and Current Affairs Journalist of the Year in 1999 and he is a former chair of the Dublin Broadcasting Branch of the National Union of Journalists.



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SUBSCRIPTION DETAILS

The cost for non-members is €170 per person. For this event, Members of the Forum are entitled to nominate three participants to the briefing without charge. The price for fourth and additional nominees is €120 per person.

Name of delegates for the briefing on 22nd February 2010:

1	Email:
2	Email:
3	Email:
4	Email:

Contact Person:

Organisation:

Forum member? Yes No (please tick)

Contact Email:

Telephone:

Invoice details: (address and P.O. number if required)

Please send this booking form to the Forum Administrator by e-mail or post:

Sandra Byrne,
Governance Forum,
Institute of Public Administration,
57-61 Lansdowne Road, Dublin 4.
sbyrne@ipa.ie Tel: 01 240 3686

For details on joining The Governance Forum please contact:
Paul Turpin, Governance Specialist at the Institute on
01 2403602 or pturpin@ipa.ie