Corporate Communications: "Learning How To Prioritise And Telling The Truth" May Be The Keys To Success

Tuesday 27 August, 2013

Networking group, Radius Business will get to grips with the subject of corporate communications at its next Blue Chip event, hosted at management consulting, technology and innovation firm, PA Consulting Group.

"News, insight and commentary from major organisations dominates the business news," said Radius Director, Patrick Voss, "but with an explosion in digital media, as well as an increasingly inter-connected global audience, how can large corporations have the most effective impact?"

An impressive list of speakers will be on hand to debate the issue at the Radius event on 3rd September. It includes Roger Mavity, author of two celebrated books on business and formerly CEO of Conran Group, Chairman of Citigate PR and CEO of Granada's Leisure Division. He believes that Chief Executives harm their cause by hiding behind platitudes and business jargon, rather than communicating with confidence and candour.

"CEOs' communications are often too much concerned with what might go wrong and not concerned enough with what might go right," he said. "Consequently they come across as guarded and defensive. When a CEO is brave enough to speak in plain English, with real honesty about the bad things as well as the good things, they will be trusted, and seen as a real leader not a corporate cipher."

Of course, communications from the CEO are just one element of corporate communications. For corporate communications teams, the range of channels available for communications has exponentially increased in the past few years.

"In an ever-growing environment of communications channels, commentators and participants need to decide where to focus and, crucially, where not to focus," says Mark Phillips, Director of Communications at BAE Systems. "You can control what you say but less what commentators (both professional and amateur) say about you. Being comfortable prioritising where to engage is a key skill for corporate communications teams and will become ever more important," he adds.

Other panellists at the event include Andrew Williams, Head of Digital Communications at Tesco, Mark Gallagher, Founder of communications consultancy, Pagefield and Nathan Page, social intelligence expert at PA Consulting Group.

"We are regularly asked how you can measure effectiveness of a corporate message in a world of social media," adds Nathan, "but what many communications functions don't realise is that as well as ways to track the impact your message is having, you are also able to track and analyse social media activity to predict in advance the mood and attitudes of your customers and key audiences. This gives firms the inside edge when planning communications to make sure their message resonates most effectively."

The Radius network allows people from all communities to engage and connect with like-minded but diverse individuals in a friendly, open and supportive business environment.

The guest list at its previous Blue Chip events has included leaders from IBM, Deutsche Bank, Microsoft, the Bank of England and the Foreign and Commonwealth Office. Guests have a chance to network after the panel discussion.

"We offer a space where people can take time out from their day-to-day role and think about things differently," said Patrick Voss. "This event aims to look specifically at corporate communications. At Radius we think having the confidence to be open and honest when communicating is the key."

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networks and helps organisations show the business value of supporting a diverse and inclusive culture. It is aligned to the Lesbian, Gay, Bi-Sexual and Transgender (LGBT) and straight-ally communities. It aims to support them as they engage in business-focused environments to the mutual benefit of both the communities and the businesses and organisations for which they work.

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About PA Consulting Group:

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