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Media Information

PR Industry urged to lead the way with New Media at CIPR Northern Conference 12 July 2006

Podcast and streamed video of conference highlights available online

Blogging and new media are crucial to future success of PR according to journalists and industry leaders speaking at the largest ever CIPR Northern Conference.

The conference, which was held in Leeds on 6th July, featured, John Willman (UK Business Editor of the Financial Times), Rob Skinner (Chief Press Officer at First Direct) and Julia Hobsbawm (Chief Executive of Editorial Intelligence) as keynote speakers. All three highlighted new media as one of the biggest challenges facing the PR industry.

A video and podcast which feature interviews with the speakers and vox pops from the delegates are available free of charge online. To stream the video created by CG Vision visit <http://www.cgvision.co.uk/example4.php> The podcast can be downloaded from UK Fast at <http://www.ukfast.net/podcast.html>

One of the most talked about sessions of the day was Stuart Bruce's Blogging and New PR workshop, which was packed full of PR professionals from Hertfordshire right through to the Scottish Borders.

Richard Griffiths, Conference Chairman said, "We were aiming to create an event that would help to put PR at the forefront of the creative industries by ensuring PROs adopt best practice. It is clear that new media is the single biggest area that we must get to grips with. Blogging, RSS, podcasts etc are no longer for geeks. They are mainstream mediums that have the power to make or break your communications within minutes".

150 people, both agency and in-house from the public, private and not for profit sectors, attended the conference which also featured workshops on internal communications, corporate communications, new media, regeneration, charity PR, evaluation, media relations, crisis communications and photography.

The CIPR Northern Conference 2006 was sponsored by Media Measurement www.mediameasurement.com. Pic Biz (www.pic-biz.co.uk) was the secondary sponsor. Creativity at Work also provided one-to-one creative workshops within the breaks. The conference was organised by Don't Panic Projects (www.don'tpanicprojects.com) in conjunction with CIPR members Carol Arthur (Northern Lights PR), Simon Collister (Cicada PR), Deborah Copeland and Pippa Light (Brahm) and Richard Griffiths (Affiniti).

-Ends-

For further information, please contact Richard Griffiths on 01924 882891 or email richard.griffiths@affiniti.com

NOTES TO EDITORS

Chartered Institute of Public Relations (CIPR)

With over 8000 members from all sectors of the industry, the CIPR is the largest public relations institute in Europe. Further information can be found at: www.cipr.co.uk

Photographs

Photos from the conference are available from Geoff Elliott or John Garon at Pic-Biz
Tel: 0870 990 5266 or e-mail info@pic-biz.co.uk

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