
REPUTATION CENTRE NEWS ROUND-UP

It has been a busy few months in the Reputation Centre, starting with our very successful conference in May, **Reputation and the Bottom Line Part 2**, with excellent contributions from our speakers, Daphne Luchtenberg, Head of Reputation Management at Visa Europe, Lucy Almond, Communications Director, BP Research and Technology, and our own Milorad Ajder. Some of our guests said:

“The meeting was very stimulating with a lot of helpful and thought-provoking material”

“I really enjoyed a very informative morning”

“I thought the event was excellent – it was executed in a very time-efficient way and for me there was a lot of useful stuff in both the Ipsos MORI material and the two case studies”

We have also launched the **Reputation Council**, our new panel of senior communicators drawn from blue-chip organisations across Europe, such as BP, Boeing, Coca-Cola, GlaxoSmithKline, Shell and Toyota. The feedback from our first wave has been very positive, underlining the value of this initiative in taking the temperature of the communications industry:

PR Week **podcast**, interview with Milorad Ajder

PR Week **article**: Agencies will see corporate reputation management business drop

The second wave of Reputation Council interviews is underway and we'll be updating you with the latest on the mood of communications professionals in the next edition of Core.

We have also had a number of **conference speeches** and other events involving team members:

- Milorad Ajder spoke on reputation topics at the **visiongain** Commercial Excellence in Pharmaceuticals Conference in April, as well as two breakfast seminars in Switzerland in March.
- Robert Knight spoke at the **Nuclear Industry Forum** on Stakeholder Engagement in the Nuclear Industry in June.
- Jenny Dawkins spoke at a 'virtual' **OpenCarbon** event in June, with an online presentation on International Views of Climate Change.

Looking forward, the following **reputation research studies** are coming up – please contact Andrew Nelson (andrew.nelson@ipsos.com) or your regular Ipsos MORI contact for more information on any of these studies:

	Questionnaire finalisation	Fieldwork	Results from
Captains of Industry	July	Sep – Nov	December
Corporate Responsibility (British public)	July	Aug/Sep	October
MEPs (Members of the European Parliament)	August	Sep/Oct	November
MSP (Members of the Scottish Parliament)	August	Sep/Oct	November
Welsh Assembly Members (AMs)	August	Sep/Oct	November
MPs (House of Commons) Winter	October	Oct – Dec	January
Global Brand Influencers (elite online public in c. 22 markets worldwide)	October	November	December
Investors and Analysts	As required	6 weeks	As required

Do get in touch if you have any feedback on this issue of core, and I hope you all have a good summer!

Jenny Dawkins
Research Director

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