



GET TO KNOW OUR TRAINERS

2024

PRCA
Training

INTRODUCTION

In the fast-paced world of Public Relations and Communications, staying ahead of the curve is not just a goal, it's a necessity. That is why at PRCA, we offer world-class training with programmes that provide the tools and insights needed to navigate these changes effectively.

Our trainers possess specialised expertise and insider knowledge that can help anticipate upcoming trends and best practices. Building relationships with them, not only enriches the learning experience but also opens doors to valuable networking and collaboration opportunities. Whether it's honing our copywriting skills, mastering new digital platforms, or deepening your understanding of crisis communications, our expert trainers can provide you with endless knowledge.

By prioritising professional development, we contribute to raising the overall standard of practice within the industry. Well-trained professionals are better equipped to uphold ethical standards and deliver results that exceed expectations, enhancing the reputation and credibility of PR and Communications.



OUR TRAINERS

- [Ann-Marie Blake MPRCA](#)
- [Claire Bridges MPRCA](#)
- [Rod Cartwright FPRCA](#)
- [Amanda Coleman MPRCA](#)
- [Jayne Constantinis MPRCA](#)
- [Emma Duke MPRCA](#)
- [Steve Dunne FPRCA](#)
- [Emma Ewing MPRCA](#)
- [Liam Fitzpatrick CMPRCA](#)
- [Jane Fordham FPRCA](#)
- [Lorraine Forrest-Turner MPRCA](#)
- [Emanuela Giangregorio MPRCA](#)
- [Kate Hartley MPRCA](#)
- [Daniel Kelly MPRCA](#)
- [Katie King MPRCA](#)
- [Chris Lee MPRCA](#)
- [Ruth McNeil MPRCA](#)
- [Crispin Manners MPRCA](#)
- [Nick Morris MPRCA](#)
- [Alison O’Leary MPRCA](#)
- [Claire Quansah MPRCA](#)
- [Betsy Reed MPRCA](#)
- [Andrew Bruce Smith MPRCA](#)
- [Louise Third MBE](#)
- [Stuart Thomson MPRCA](#)
- [Danny Whatmough MPRCA](#)
- [Adrian Wheeler FPRCA](#)
- [Colin Wheeler MPRCA](#)
- [Clara Wilcox MPRCA](#)
- [Ann Wright MPRCA](#)

MEET ANN-MARIE BLAKE



A strategic communicator with over 25 years experience.in that time I've covered most disciplines including public relations, marketing, corporate affairs, change and internal communications.

Briefly detail your career history and how you got to where you are today

I started my career working in financial services marketing. My boss asked me to lead Comms and PR for the European Division of the bank at a time of huge change which gave me a chance to work on some really interesting projects. When I left I did interim work and consultancy for large global clients before co-founding my own agency True in 2023.

What course(s) do you do with the PRCA?

- [Introduction to Public Relations](#)
- [Panning a Strategic PR Campaign](#)
- [Neuroinclusive Communication](#)
- [Future Leaders Programme](#)
- [Introduction to PR 2-day Bootcamp](#)

Why should delegates attend your course(s)?

Each course that I run has a focus on explaining the theory but importantly helping attendees know how that theory works day to day in the workplace. We also have a lot of fun.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

One of the exercises I run involves setting objectives for a campaign. It's always an 'aha moment' when participants see how quickly they go from brief to tactics and they begin to understand that by taking a bit of extra time to set clear objectives their campaigns will be more successful.

What is your favourite thing about being a trainer?

One of my favourite things is getting to meet so many professionals and learn about the different roles they do. I also like to see how people increase their confidence in Public Relations and leave the course eager to put what they've learned into practice.

MEET ANN-MARIE BLAKE

What is your favourite thing about being a trainer?

One of my favourite things is getting to meet so many professionals and learn about the different roles they do. I also like to see how people increase their confidence in Public Relations and leave the course eager to put what they've learned into practice

What is the best piece of advice you've ever been given?

When asked to take on additional responsibilities always ask if there's a pay rise. They might say yes :-)

Who would be your dream dinner party guests? (3 people)

Serena Williams, Beyonce, Lewis Hamilton

What is on your bucket list?

The Super Bowl (for the halftime show) or Singapore Grand Prix night race. I've attended a few races but never Singapore.

A fun fact about yourself people may not know

I went to Stage School and have appeared in TV adverts!

MEET CLAIRE BRIDGES

Creativity and innovation



Briefly detail your career history and how you got to where you are today

I am a highly experienced and accomplished creative professional, facilitator and author with over three decades of experience including as Managing Director and Creative Director in a PR agency with experience building, leading, and developing high-performing creative teams and building creative capability. For over a decade, as Founder of Now Go Create and as PRCA trainer, I have provided high-level training and consultancy to brands, marketers, and PR agencies including notable clients M&S, Netflix, ASOS, WPP and HAVAS. I was also one of the first (female) PR Creative Directors and is a published author, with her best selling creative handbook *In Your Creative Element*.

What course(s) do you do with the PRCA?

- [Unleash Your Creativity](#)

Why should delegates attend your course(s)?

To better understand the creative process, and practice creativity tools and techniques that are adaptable to any context.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

When someone realises that they are not their idea. When someone with an introvert preference feels confident taking part in a brainstorm

What is your favourite thing about being a trainer?

To better understand the creative process, and practice creativity tools and techniques that are adaptable to any context.

What is the best piece of advice you've ever been given?

Leap and a net will appear

What is on your bucket list?

Going to the Galápagos Islands, interviewing Beyonce on her creative process ;-)

A fun fact about yourself people may not know

I can deadlift 60kg

MEET ROD CARTWRIGHT



I am an independent issues management, crisis communications, risk management and corporate reputation specialist. I also focus on leadership development, leadership communication, facilitation, moderation and presentation skills.

Briefly detail your career history and how you got to where you are today

I set up my own independent business, Rod Cartwright Consulting, in 2019 following a 25-year global PR agency career worked for international market leaders including Ketchum (as Global Corporate Practice Director), Text100/Archetype (EMEA Regional Director), Hill & Knowlton Strategies (Director) and GCI. A PRCA Fellow, I was also Deputy Chair of PRCA's Global COVID-19 Taskforce and an active Steering Committee member the Ukraine Communications Support Network, set up by PRCA and ICCO shortly after Russia's invasion of Ukraine. I am a Visiting Fellow at Cardiff University's renowned Centre for Media & Public Communication and Special Advisor to the CIPR's Crisis Communications Network. I was named in PProvoke Media's Innovator 25 EMEA list in 2023 and, in 2021, received the Davos Communications Awards Silver Star Award for PR practitioners over the age of 50.

What course(s) do you do with the PRCA?

- [Future Leaders Programme](#)
- [Producing thought leadership that actually works](#)
- [Issues and crisis: putting the human imperative front and centre](#)
- [Mastering the art of memorable moderation and facilitation](#)
- [Purposeful communication and communicating purpose](#)

Why should delegates attend your course(s)?

My approach to training starts with the idea that one-way knowledge transfer and bullet-heavy PowerPoint simply no longer work – if they ever did. Instead, my ethos is one of facilitating fun, accessible and interactive learning, providing trainees with genuine investment and involvement in their own L&D. This includes considerable use of striking imagery, video and 'good, bad and ugly' examples, combined with elements behavioural and learning psychology, and neuroscience.

MEET ROD CARTWRIGHT

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

There is a concept called 'AFTERs' (from a brilliant sales trainer called Andy Bounds) that I use across a number of my sessions. Seeing trainees on course after course realise the power of the idea that it's not what you communicate, it's what you cause, never ceases to make me happy.

What is the best piece of advice you've ever been given?

My very first boss in London said as I left to go to a new job: "actively learn one thing from one person every day". It has become a point of principle and one of the most invaluable habits I ever developed.

Who would be your dream dinner party guests? (3 people)

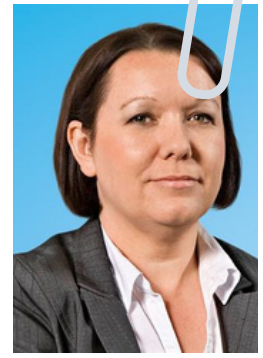
Barack Obama. Tommy Cooper. Jo Brand.

What is on your bucket list?

I'd still really like to go to Japan, Argentina and the Okavango Delta in Botswana. That and see our daughter continue to grow up happy, healthy and fulfilled.

MEET

AMANDA COLEMAN



Crisis communication, risk management, public sector comms

Briefly detail your career history and how you got to where you are today

I started my working life as a journalist before moving into PR and then spending the bulk of my time (21 years) working in police communication. I now run a crisis communication and issues management consultancy.

What course(s) do you do with the PRCA?

- Developing a communication strategy
- Managing an in-house team
- Producing engaging content in Public Sector Communications
- Crisis Management – practical tips for reputation, recovery and rebuilding
- Getting Maximum Impact with a Disappearing Budget

Why should delegates attend your course(s)?

If they value their personal development and being prepared, thinking differently and looking at how they approach their work then the courses will help challenge their thinking.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

There have been so many it is hard to pick out one. People always go away with at least one significant learning point.

What is your favourite thing about being a trainer?

I enjoy meeting people and learning about their challenges and then hopefully finding a way to help them.

What is the best piece of advice you've ever been given?

You have to look after yourself because you can't give your best when you are exhausted, struggling or are feeling the pressure.

Who would be your dream dinner party guests? (3 people)

My grandparents as I would love to talk to them now I am older. I hope I can have that as that is 4 people.

What is on your bucket list?

I don't have a bucket list I try to live in the moment and do things that I want to when I can.

A fun fact about yourself people may not know

I enjoy painting and often go to life drawing classes. And I am learning Norwegian.

MEET JAYNE CONSTANTINIS

Communication skills



Briefly detail your career history and how you got to where you are today

I started my career in corporate and financial PR, moved into broadcasting as a continuity announcer and then a presenter/reporter/newsreader on BBC television. I'm still a voice over artist, I facilitate and speak at live events, including at a TEDx event. Alongside all of that, I train people to become confident and skilful communicators.

What course(s) do you do with the PRCA?

- [Future Leaders Programme](#)
- [Presentation skills](#)
- [Grow your own gravitas](#)
- [Spokesperson training](#)
- [By the seat of your pants – how to ad lib confidently](#)

Why should delegates attend your course(s)?

The content i offer people is based on 27 years (and counting) working in front of cameras, microphones, live audiences (and my laptop). I therefore have credibility with the attendees and the tools I offer them are very practical.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

Many such moments. It might be during a presentation skills course where I've given an attendee guidance on pace and pausing. They put it into practice in the session and the transformation is immediate and amazing.

What is your favourite thing about being a trainer?

Making a positive impact on people. I receive numerous emails telling me that they've put the tools into practice and it works. They feel more confident and their communication is more effective.

What is the best piece of advice you've ever been given?

Focus on the process not the outcome – Dr Steve Peters.

Who would be your dream dinner party guests? (3 people)

Elizabeth the first, George Clooney, Anne Boleyn.

What is on your bucket list?

Running the London marathon which i'm doing this year.

A fun fact about yourself people may not know

I love cats.

MEET EMMA DUKE

Crisis Communications



Briefly detail your career history and how you got to where you are today

I've loved PR since I first heard about it as I left university. I've been lucky enough to enjoy a truly varied career in the industry: from agency to in-house, from sending things down the Thames (didn't we all at one point?), making difficult internal comms announcements, to dealing with issues around the world. I started my own business in 2021 and have relished doing as much learning as I have Consulting ever since...the training I offer is a thrilling extension of that work.

What course(s) do you do with the PRCA?

- Crisis management in a Complex Global Environment

Why should delegates attend your course(s)?

We're responding to crises in a completely different context (or we should be). The world has changed, the issues it (collectively and individually) gets upset about have changed and the way those issues play out have changed. My course helps you take a step back, think about the factors that have contributed to that context, and so respond better on behalf of your organisation and clients.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

The people who attend my courses are based all over the globe. I'll never forget working with a participant who was based in a country where the state has a lot of control over the press. That meant they had very little experience with crisis management – it very rarely happened in public. We both had a moment of recognition, seeing how factors in their country were changing that situation and the value of difficult truths being surfaced.

What is your favourite thing about being a trainer?

The opportunity for reflection afterwards – both for my participants and myself. I learn something from them every time.

What is the best piece of advice you've ever been given?

"Sometimes the best answer you can give is just to listen" (Charlie Mackesy)

Who would be your dream dinner party guests? (3 people)

Michelle Obama, Taylor Swift and Loralai Gilmore.

A fun fact about yourself people may not know

I once played badminton with Jason Donovan.

MEET STEVE DUNNE



Media relations/influencer relations/account management/account directorship/leadership/pitching to the media/strategic communications planning/digital strategy/integrated marcomms/campaign management/Up Selling/ Presentation Skills/Introduction to PR/Crisis Management

Briefly detail your career history and how you got to where you are today

Started as a 16 year old apprentice in the British Telecom corporate press office. Eventually became Head of PR for BT, the second biggest company in the UK at the time. Was Head of Corporate Comms for HSBC, one of the biggest banks in the World. Head of Corporate Comms for South African Airways. MD of five separate PR/marketing agencies including Mayfield Corporate. Affinity Consulting, Porter Novelli, Brighter Group and Digital Drums Ltd

What course(s) do you do with the PRCA?

- [Selling into the media](#)
- [Account Management](#)
- [The Savvy Account Director](#)
- [Developing A Digital Strategy](#)
- [Developing A Strategic Mindset](#)
- [Measuring & Evaluating PR Campaigns](#)
- [Managing an integrated comms campaign](#)

Why should delegates attend your course(s)?

To learn the techniques and approaches that are not in the books or what you will pick up any other way. And we do it in a fun and memorable way. No one leaves without a wealth of tools and techniques to make one a better PR manager and communicator.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

I regularly receive cuttings and links to coverage that young PRs, who had never sold in a story to the media before, achieve after being on our workshop "Selling in to the media"

What is your favourite thing about being a trainer?

Passing on my experience. I always remember that I was once that solidier!

What is the best piece of advice you've ever been given?

Always think of yourself as being the rank above the rank you are. And you have two ears and one mouth - use them in that ratio!

Who would be your dream dinner party guests? (3 people)

Paul McCartney; Ricky Gervais and Billy Connolly

A fun fact about yourself people may not know

I had my own TV show!

MEET EMMA EWING

Getting the most out of yourself and your professional relationships



Briefly detail your career history and how you got to where you are today

A full and varied communications career, spanning public affairs, in-house PR and agency PR led to me setting up my own company to help people in the communications industry. I do this via training and coaching. It's so good to see people flourish in their careers and feel more confident!

What course(s) do you do with the PRCA?

- [Mastering Persuasion and Influence](#)
- [Client Management: A strategic guide to successful client relationships](#)
- [Getting to Grips with Grammar](#)
- [Introduction to Writing for PR and Communications Practitioners](#)
- [Becoming Confident and Assertive](#)
- [You and your clients: A coaching session](#)
- [Communicate for Impact: Get better results from all your meetings, video calls, and emails](#)

Why should delegates attend your course(s)?

My courses are rooted in practical steps and tools that can be immediately applied easily after the training. They are designed around the delegates' needs and, I hope, they are also fun and motivating!

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

What brings me joy is to see the lightbulbs go on and someone can see a situation clearly – leading to breakthroughs in how to approach what has previously seemed like an impossible situation.

What is your favourite thing about being a trainer?

Love meeting brilliant, enthusiastic and intelligent people who inspire me during every course. Every training session is a partnership and I enjoy helping people feel confident that they can 'do it' – whatever 'it' might be!

A fun fact about yourself people may not know

I am a die-hard gamer and happy to chat about computer games forever!

MEET LIAM FITZPATRICK

Change and employee communications, team processes and structures



Briefly detail your career history and how you got to where you are today

My decades of experience of change and transformational communications was gained working in-house and in consultancy. I started in mainstream PR and public affairs before waking up one day in a change role and I haven't looked back! Over the years I've worked across multiple sectors and around the world. And I've been super lucky to work on projects ranging from crises to business growth and I'm grateful for the diversity of issues which have landed on my desk – health and safety, employee engagement, productivity, M&A, downsizing, strategic change and rebranding.

What course(s) do you do with the PRCA?

- [Developing an Internal Communications and Engagement Strategy](#)
- [Building an Internal Communications Campaign that Works](#)

Why should delegates attend your course(s)?

Anyone wanting to apply some simple formulas to developing plans for their organisation.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

I always love it when participants start sharing their experiences and everyone sees a new way to tackle a challenge that they have been worrying about!

What is your favourite thing about being a trainer?

Hearing the stories and experiences of the attendees and learning how different people tackle similar challenges.

What is the best piece of advice you've ever been given?

You have two ears and one mouth – use them in that proportion (not that I actually follow it)

Who would be your dream dinner party guests? (3 people)

- Kathryn Mannix – her advice on listening would be fascinating
- Gabor Mate – for his compassionate explanation about why we don't all think the same way
- Lord Coe – what an amazing life!

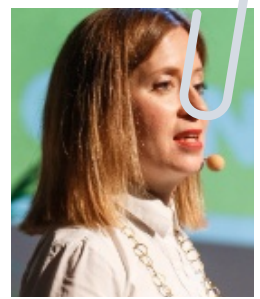
What is on your bucket list?

A month at Wat Pah Nanachat

A fun fact about yourself people may not know

I can go to sleep in under three minutes anywhere – test me

MEET JANE FORDHAM



Leadership, people management, inclusion, wellbeing, HR strategy and psychometrics

Briefly detail your career history and how you got to where you are today

Where to start! A BA Hons degree in European Business from Loughborough University, including a year working in Paris. I had a brief stint in market research consulting before starting my PR career at Firefly Communications in 2000. I moved to Golin in 2003 to continue my work in tech and corporate PR before moving into recruitment, HR and inclusion at Golin around 2010. Following a formative 15 years at Golin, I left in 2018 to consult for a range of organisations on inclusion, culture and people strategy and started an amazing three year stint on the Women In PR Committee. Around this time I also supported a corporate advisory board for the brilliant Battersea Cats & Dogs Home and, had the honour of becoming a PRCA trainer. Since December 2020 I've been a Partner, board member and Head of People and Culture at Hanbury Strategy. A fulfilling four-day a week role at a scale-up public affairs and corporate communications across offices in Brussels and London. I'm an incurable networker, and insatiable changemaker, constantly seeking opportunities to help the communications industry to be a better version of itself and, a passionate advocate of lifelong learning and self-betterment.

What course(s) do you do with the PRCA?

- [Future Leaders Programme](#)
- [Exemplary People Management](#)
- [Resilience and Emotional Intelligence](#)
- [Diversity Dividend](#)
- [Understanding your own Mental Health and Wellbeing](#)

Why should delegates attend your course(s)?

In terms of what to expect you'll find me straight-talking, discursive and hyper focussed on personalising the learning. You'll work hard, learn from each other and from yourself and be exposed to a mixture of theory, research and very practical, exercise-led segments. You will think deeply, have fun and network amongst your peers. I'll encourage personal accountability for doing things differently on the other side and keep in touch to nudge you forwards.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

It is the best feeling to witness that light bulb moment or to get a follow-up email underlining what a difference that learning experience has had. Two incidences standout 1) following a bespoke 'Exemplary People Management' session at a mid-sized agency a long time previous, I met Account Manager several years later who told me the day had fundamentally shifted her approach to people management with dramatic effects. Secondly, during a recent PRCA Future Leader's course, we were looking at psychometric profiles and understanding different personality types. A delegate had a flashbulb moment of self-discovery when she understood a major difference in what she thought she was communicating and how it was being received by her team. She was able to 'retune' the dials to align effectively with her colleagues.

What is your favourite thing about being a trainer?

I'm going to cheat and give you a few; the rich variety of experiences with each group and session being different despite the same programme; the brilliant questions and scenarios as the delegates reflect brilliantly on the content; and that it feels almost naughty how much fun we have and how I'm continuously learning too!

Who would be your dream dinner party guests? (3 people)

I am a huge fan of the England Lionesses goalkeeper Mary Earps who thought her career had peaked but has had a meteoric comeback and she's a changemaker for women in sport. Secondly my amazing father who left school at 14 but worked like billyo and become a hugely successful businessman. He died tragically at 58 years and was just brilliant fun and taught me so much about common decency and humility. And finally hmmm, a fairly predictable one in Nelson Mandela or Martin Luther King. I'd be fascinated to understand what drove their fight for equality and justice despite unbelievable challenge and such significant personal sacrifice.

What is on your bucket list?

Amazing travel with my beloved family including: an Antarctic cruise, Borneo to see the orangutans, time in the Canadian Rockies and a trip to Madagascar. This is the abridged version!

A fun fact about yourself people may not know

I have a Blue Peter badge and I'm a qualified massage therapist.

MEET LORRAINE FORREST-TURNER



Communication skills – writing, presenting, public speaking

Briefly detail your career history and how you got to where you are today

Studied audiology and worked in NHS with deaf and hard of hearing people. Then studied performing arts and creative writing, followed by journalism and copywriting. Spent 15 years with a full-service PR and advertising agency as a copywriter and five years in-house in marketing department as publicity manager. Have brought all those communication skills together as a trainer and public speaker.

What course(s) do you do with the PRCA?

- [Honing your copywriting skills](#)
- [Improving your proofreading and editing skills](#)
- [Write results – From press releases to tweets](#)
- [Writing compelling long-form content](#)

Why should delegates attend your course(s)?

I make them lively and interactive as well as practical and instructional. I encourage everyone to learn from each other and share their knowledge with others. Delegates start the course with their own personal objectives and leave with clear actions.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

On several occasions, attendees have either hung back at the end of the course or contacted me afterwards to say how anxious they had been feeling before the course and how positive and confident they felt afterwards. It never ceases to amaze me how much a little encouragement (and helpful tips and techniques) can transform people.

What is your favourite thing about being a trainer?

Sounds clichéd but it really is about helping people. I get a warm glow when people achieve their goals in my workshops.

What is the best piece of advice you've ever been given?

You're never as good or as bad as you think you are.

Who would be your dream dinner party guests? (3 people)

More of nightmare than a dream for me!

What is on your bucket list?

Get through another three weeks

A fun fact about yourself people may not know

I shocked Michael Parkinson.

MEET EMANUELA GIANGREGORIO



Project Management

Briefly detail your career history and how you got to where you are today

I started as a junior process improvement consultant in South Africa, giving me exposure to the workings of large organisations and confidence in dealing with all levels of management. This naturally led to Project Management, where I was lucky to work on large cross-regional and cross-functional projects across a variety of industries. One day, one of my clients asked whether I could train their team on how to run projects. "I'm not a trainer," I said... but thankfully they persisted and it turns out that I'm really good at it and love it!

What course(s) do you do with the PRCA?

- Project Management

Why should delegates attend your course(s)?

Project Management should be a core competence for PR and Comms professionals. This course is practical and immediately useful back in the workplace.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

"Aha" moments happen regularly... particularly when I share how to plan and manage projects in a way that delivers maximum value whilst keeping over-servicing to a minimum.

What is your favourite thing about being a trainer?

Meeting people across a wide variety of industries, from different countries, and transferring skills that help them be better at what they do.

What is the best piece of advice you've ever been given?

Slow down to speed up

Who would be your dream dinner party guests? (3 people)

Billy Connolly, Joanna Lumley, Graham Norton

What is on your bucket list?

Seeing the Emperor Penguins in Antarctica

A fun fact about yourself people may not know

I swim in the sea year-round, I just love the cold water buzz!

MEET KATE HARTLEY

Crisis communications and crisis simulations



Briefly detail your career history and how you got to where you are today

I co-founded Polpeo 11 years ago to help people navigate a crisis successfully, and we now train organisations all over the world in their crisis response by using simulation technology to really bring a crisis to life. My background is PR – I've always been agency-side, working for Weber Shandwick, Edelman and my own consultancy, Carrot Communications. In my PR career, I was involved in all sorts of issues and crisis comms for clients, but probably the most serious was working with social networks on child safety issues. I'm fascinated by how people behave in a crisis, particularly on social media, and I wrote a book about this in 2019 (*Communicate in a Crisis*).

What course(s) do you do with the PRCA?

- [Two-day Crisis Masterclass](#)
- [Future Leaders programme.](#)

Why should delegates attend your course(s)?

Crisis communications is a really critical skill and one that all communicators should have, particularly as they move into advisory or leadership positions. We tackle things like misinformation, social movements and backlash, managing different audience groups and so much more.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

I think I get an 'aha' moment from every course! But my favourite moment was watching a delegate really grow in confidence and find her voice as she was supported by her peers. She'd started out very nervous, and ended up really proud that she'd contributed so much to the course.

What is your favourite thing about being a trainer?

I love seeing the way people interact with each other, and every course is different, because every delegate is different. I learn constantly from people on my course.

What is the best piece of advice you've ever been given?

Get enough rest. You'll do a better job and make better decisions.

Who would be your dream dinner party guests? (3 people)

Can I have people who aren't alive? If so, they'd be Arthur Miller, Rudolph Nureyev and Nina Simone.

What is on your bucket list?

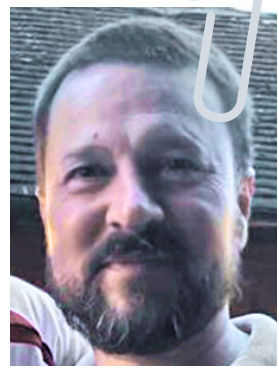
To see the northern lights.

A fun fact about yourself people may not know

When I was young I wanted to be a concert pianist. Now I get my music hit from singing (badly) in a choir.

MEET DANIEL KELLY

Accounting & Finance



Briefly detail your career history and how you got to where you are today

I graduated in Accounting in the mid 1990s and during the DOTcom boom of the late 90s found myself working for a large IT infrastructure company. We had a large Finance dept and our own finance training division which would use both internal and external trainers to keep staff up to date on a variety of subjects from organisational structure to the latest accounting standards. I had previously found that I a knack for simplifying and explaining complex topics so, lured with the promise of travel, I enthusiastically joined up as a trainer. Over the next 15 years or so I, wrote and delivered a number of training courses to finance and non-finance staff and when I was eventually made redundant in 2018 I set up my own FD Consulting firm and included Finance Training as part of my offering. Currently I work fulltime for another large IT infrastructure manufacturer, advising customers of the strategic benefits of IT services, whilst also continuing training where the opportunity arises.

What course(s) do you do with the PRCA?

- Budget Management
- Financial Information for Leadership Teams

Why should delegates attend your course(s)?

Money makes the world go round! Whether you think that is morally right doesn't change the reality. Understanding how Finance operates within an organisation, therefore, helps you understand the world a little better.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

Finance is a subject that most people think is difficult and therefore shy away from. Most people are surprised how basic many of the concepts are.

What is your favourite thing about being a trainer?

The "aha" moment!!

What is the best piece of advice you've ever been given?

You cannot control anything except yourself and that takes a lifetime to master.

Who would be your dream dinner party guests? (3 people)

My wife and 2 kids.

A fun fact about yourself people may not know

I am not sure it is fun, but I am a Football coach for a team of 15year old boys and a football referee.

MEET KATIE KING

Applying artificial Intelligence ethically to PR and marketing



Briefly detail your career history and how you got to where you are today

I have spent over 30 years in marketing and PR, having advised many of the world's leading brands and business leaders, including Richard Branson, o2, Orange, Accenture, PA Consulting, Arsenal Football Club and Harrods. After several years of serving as director at a major agency Text 100, I started my own PR and digital marketing firm Zoodikers Consulting, which I still operate to this day. However, around 2015, I felt a bit too settled and started looking for a new challenge. While I still loved PR and marketing, I began to wonder "What's next?" I had heard about AI but did not know much about it as not many people were talking about or adopting it widely at that point. I started doing my own research and the more I learned, the more potential I could see for how this would impact marketing, PR and various other business functions. I started talking to others about it, and then one thing led to another and another and has not stopped since. I published my first book, *Using Artificial Intelligence in Marketing*, in 2019 and my second, *AI Strategy for Sales and Marketing*, in 2022. I now train businesses and their teams all over the world on how to harness this technology properly and ethically to gain a competitive advantage.

What course(s) do you do with the PRCA?

- [Harnessing AI for Competitive Advantage](#)
- [Social Media 3.0: exploiting the latest tools and techniques](#)
- Digital Masterclass

Why should delegates attend your course(s)?

AI is the single most impactful business development since the rise of social media, and may even be far more influential. It will reach every organisation, every job function, and various aspects of our personal lives as well. The boom of generative AI has sped up the adoption timeline and has many businesses and individuals racing to introduce new tools into their workflows. It's very important for PR practitioners to get on board and get up to speed on what this technology can do, how it can be used, and how to work alongside it. My AI Masterclass puts this technology into accessible and business-relevant terms so that participants leave feeling more confident about AI and more prepared for this major shift in our ways of working.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

Often delegates on my AI courses have this as they've been so fearful of AI and worried it will take their jobs. Now they understand all about the tools and how they can apply them to stay ahead.

What is your favourite thing about being a trainer?

I'm truly passionate about the subjects I train on, and I absolutely love when a participant leaves my session feeling really excited about the future and eager to explore AI further. I think we're in such an exciting moment of business history, and there is so much potential for creativity and innovation. My course serves as a first step for those looking to understand this technology and how to use it, and I love the idea that short session may be the spark that ignites someone else's passion for AI.

What is the best piece of advice you've ever been given?

Do an MBA before you have a family, which I did. And never suffer from imposter syndrome...

Who would be your dream dinner party guests? (3 people)

Stephen Fry, Lucinda Riley and Elvis

What is on your bucket list?

To write a historical novel of fiction based around my grandmother who married the Prince of Zanzibar in 1941

A fun fact about yourself people may not know

I sing in a band

MEET CHRIS LEE

Content Marketing and Copywriting



Briefly detail your career history and how you got to where you are today

I have been in the tech PR and media industry since 1998, having worked early on as a tech journalist for a couple of years before reverting to PR and rising to Account Director level. I then pivoted towards majoring on social media and digital marketing, holding various senior digital roles at agencies including Emanate (Ketchum) and Grayling. I am now a freelance content strategist and copywriter, and on the side I blog and podcast about football culture, and have had two books published.

What course(s) do you do with the PRCA?

- [LinkedIn for PR and personal branding](#)
- [X Marks the spot: Navigating X for PR & Comms](#)
- [Influencer Relations](#)

Why should delegates attend your course(s)?

In the current fragmented media scene, PR practitioners need to be aware of the roles that different social media platforms and influencers play in their core mission to inform and persuade audiences. For the PRCA, I major on three key areas – Twitter/X, which is constantly changing but still highly relevant to brands – LinkedIn, which is core to business-to-business marketing in particular, and Influencer Marketing. Influencers are here to stay and have the trusting eyes and ears of brands' target audiences. But they work very differently to how journalists. Having been both a PR running influencer campaigns and a 'microinfluencer' myself, I have seen influencer relations from both sides.

What is your favourite thing about being a trainer?

I love hearing from people who have been able to apply learnings from the session in real life with positive results.

What is the best piece of advice you've ever been given?

I remember my first boss saying that PR was easy, as it's just common sense. The problem is, common sense ain't that common... Always test your ideas by lots of people before committing them to the public domain; we see so many tone-deaf actions from brands that haven't got a PR or social person in the room when those decisions are made.

Who would be your dream dinner party guests? (3 people)

Living people? Danny Robins from the Uncanny podcast, Richard Ayoade and Sarah Pascoe – they all seem like really funny and interesting people, and we could discuss the supernatural with good humour

What is on your bucket list?

Japan and a second trip to Argentina and Uruguay. I was too young/cash-strapped when I went first time

A fun fact about yourself people may not know

I've performed at the Royal Albert Hall

MEET RUTH MCNEIL

How best to manage clients



Briefly detail your career history and how you got to where you are today

- Worked in PR in South Wales for the Family Planning Association
- Marketing Director at Research International
- Wrote book on Business to Business Market Research
- Run own company specialising in marketing communication
- Provide volunteer PR help for local museum

What course(s) do you do with the PRCA?

- [Managing Clients](#)

Why should delegates attend your course(s)?

It helps them appraise their strengths and weaknesses, think about what clients want from us and provides techniques for better client management.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

When people self assess and realise that "being more challenging" may be a good thing!

What is your favourite thing about being a trainer?

Discussing what the issues facing relatively new entrants to the profession are facing today. Being able to give confidence – most people are doing the right things in how they manage clients – but need to be reassured of this.

What is the best piece of advice you've ever been given?

Don't be afraid to talk about budget

Who would be your dream dinner party guests? (3 people)

My husband. Margot Robbie. Daniel Finkelstein.

What is on your bucket list?

Write my autobiography. Visit Sicily. Encourage others to volunteer.

A fun fact about yourself people may not know

A cousin was Chancellor of the Exchequer

MEET CRISPIN MANNERS



Helping agencies run effectively by addressing all the levers that put agency owners and their people more in control of what they do, why and how they do it and how they can be super profitable by charging a premium price for it.

Briefly detail your career history and how you got to where you are today

I built and then sold a successful PR agency. At various stages it was the fastest growing PR agency in the UK, the #2 performer over a decade, a top 5 agency to work for, and the UK's Innovative Company of the Year. While building the agency I was also a director and then Chairman of the PRCA. Today, I use what I have learnt to help agency owners all over the world get what they want from their agency. I do that by helping them focus on four Ps – people, purpose, proposition and profitability. I have captured this approach in two books: 1. Grow, Build, Sell, Live which focuses on making an agency good enough to sell so you don't have to. 2. How to sell value demystified. This is a practical guide on how to transform the profitability, performance and happiness of an agency by switching to selling value not time.

What course(s) do you do with the PRCA?

- [Managing an Agency – Parts 1 and 2](#)
- [How to Sell Value – Demystified – Parts 1 and 2](#)
- [Control over-servicing](#)
- [Having the clients you deserve](#)

Why should delegates attend your course(s)?

Because the courses will challenge their thinking about how they run their agency and give them practical steps to take to transform their performance and build-in greater certainty of success.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

One agency owner recognised that she had been hiding her WHY – the reason why clients should hire her agency. The following week she switched from describing WHAT she does her website to WHY she does it. A week later she won a client without pitching because the client shared the same purpose.

What is your favourite thing about being a trainer?

I love it when people realise there is a better way and get super excited about adopting a new approach. It's even more rewarding when they give me feedback on what they have done and difference it makes.

What is the best piece of advice you've ever been given?

- Be kind. people won't remember what you did, just how you made them feel.
- Nothing in the world can take the place of persistence.

What is on your bucket list?

Seeing my granddaughter grow into a happy young woman.

A fun fact about yourself people may not know

I used to deliver meals on wheels for the WRVS when I was a kid.

MEET NICK MORRIS

Leadership in communications



Briefly detail your career history and how you got to where you are today

12 years in a variety of PR agencies (mainly tech-focused), ran my own agency for 18 months and then went in-house for 15 years working for companies like Microsoft, Dropbox, Oracle, and a number of startups and scale-ups. Now running my own communications consultancy advising the leaders of early stage and fast-growing companies.

What course(s) do you do with the PRCA?

Effective Leadership – Becoming the kind of leader you want to be

Why should delegates attend your course(s)?

Leadership skills need to be constantly developed and honed and there won't ever be a time when you've nailed leadership and have nothing more to learn.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

When the person that didn't want to be there unfolded their arms and started to relax into the session realising that there was something to be learnt!

What is your favourite thing about being a trainer?

Meeting new people and learning something insightful from them.

What is the best piece of advice you've ever been given?

Don't try to change other people – just work on yourself.

Who would be your dream dinner party guests? (3 people)

Stephen Fry, my late mother-in-law, Tim Minchin

What is on your bucket list?

Safari in Kenya.

A fun fact about yourself people may not know

I flew a plane solo when I was 16 and now don't like flying!

MEET

ALISON O'LEARY

Senior Leader Coaching and Training



Briefly detail your career history and how you got to where you are today

After university, I started my career working for London Underground as a PA, but quickly got bored and had the gall to write my own job description and convince the project team to make me their Internal Communications Officer! After 18 months there, I moved into my first PR job, working for a small agency in the B2B field while doing a PR Diploma at the London School of Public Relations. This set my course and I spent the next 16 years building my career in the tech PR space, consulting some of the world's leading brands, including IBM, Sony, Huawei, Skype and Philips, and holding senior management positions, most recently as Deputy Managing Director, Europe for Racepoint Global. In every management role, I volunteered for and ran the "People" pillar for the organisation, driving retention and recruitment initiatives, with a large focus on coaching, training and mentoring. My passion is people and helping them maximise their potential, so I certified as a life coach in 2014, specialising in career coaching. Today, I run my own coaching and training practice, and combine insights from corporate and personal coaching work to help individuals and teams overcome challenges, enhance their contribution and achieve their full potential, and I love it!

What course(s) do you do with the PRCA?

- [Coaching for Senior Leaders](#)
- [Managing Performance](#)
- [Future Leaders Programme](#)

Why should delegates attend your course(s)?

My coaching programme is deliberately tailored to the individual's needs, and my approach is pragmatic and results oriented. It means that whatever someone's challenges, I design and deliver practical coaching tools and techniques, and use proven psychometrics and strategies that get to the heart of the issue, lead to "aha" moments for the client, and provide clear steps and actions that create long-lasting change. I teach tools, techniques and approaches, covering all levels and ages of team member (as Gen Z requires something quite different to older generations!), and I weave direct coaching into my training so that delegates' specific challenges are discussed, dissected and addressed and they walk away with clear strategies and tactics tailored to their unique situations.

MEET ALISON O'LEARY

What is your favourite thing about being a trainer?

Personally, I've always been innately fascinated by what drives and motivates people. To me, there's nothing more exciting or engaging than truly understanding what makes someone tick and helping them use their unique strengths, skills, passions and character traits to navigate challenges and maximise their potential. When I see someone get a lightbulb moment from my training or coaching, and use the tailored strategies and tactics I've given them to create long-lasting, positive change, nothing gives me a greater kick!

Who would be your dream dinner party guests? (3 people)

Steve Backshall – the naturalist explorer and adventurer (I'm enthralled by nature and adrenaline-fuelled activities!) Lynne McTaggart – the author and investigative journalist exploring alternative medicine (her book, *The Field*, blew my mind!) Rumi – the 13th century poet and mystic (his teachings have universal application and I always take something from his wise quotes!)

A fun fact about yourself people may not know

I'm an 80s disco queen (sorry, not sorry for my terrible taste in music!)

MEET CLAIRE QUANSAH

Client services and agency operations



Briefly detail your career history and how you got to where you are today

18 years of comms agency experience, across consumer, B2B and corporate work. Having had client leadership roles I was appointed Havas PR's first operations director, and then became Social's first head of client and business development,

What course(s) do you do with the PRCA?

- [Client Growth and Development](#)

Why should delegates attend your course(s)?

A great first step into the world of new business for junior PRs. They'll understand how their current job and day to day tasks can contribute to the new business process.

What is your favourite thing about being a trainer?

Giving people the tools to make their working lives easier

What is the best piece of advice you've ever been given?

Don't be afraid to ask questions.

Who would be your dream dinner party guests? (3 people)

Anyone that brings good food and good chat

What is on your bucket list?

Take a salsa dancing class in Cuba

A fun fact about yourself people may not know

I've appeared on 2 TV quiz shows

MEET BETSY REED



Social and environmental sustainability, leadership, governance, organisational strategy and culture

Briefly detail your career history and how you got to where you are today

Born and raised in Wyoming, in the US, I moved to Scotland in 2003 to do a Masters in Politics and subsequently established my career in the UK. Over the course of the past 20 years, I've worked on five continents and established an impactful career focused on communications, public affairs, campaigning and behaviour change with governments, NGOs, academic institutions and businesses. For the past ten years, I've run my own consultancy, working as an independent advisor and mentor to leaders and leadership teams, management consultancies and integrated communications agencies on issues ranging from ESG to diversity and inclusion, wellbeing to purpose-driven culture.

What course(s) do you do with the PRCA?

- ['An introduction to ESG communications'](#)

Why should delegates attend your course(s)?

ESG was initially an area of focus for investors, but over the past few years, ESG has become increasingly embedded in general business strategy, as well becoming an area on which an increasing number of businesses are required to report. Communications around ESG need to be done expertly, based on a more-than-surface understanding of the complexities and risks involved. The very real risk of backlash and reputational damage from accusations of greenwash, purposewash or wokewash (and the potential for those accusations to actually be true) are far too great to wade into the world of ESG comms without training and tools. Communications professionals are most often either the problem or the solution, and understanding how to grapple with complex issues as wide-ranging as climate change and diversity and inclusion is now part of their core skillset. Those who don't realise this are already behind the curve. Whether participants are new to communicating these issues or have started to get a grasp on how to tackle them more skillfully, this course will help you refine their understanding and skills. Along with a general overview of ESG trends, risks and opportunities for communicators, participants will have an opportunity to discuss, share, and apply their learning during the class, using a framework I've developed through years of experience. It's not rocket science, but it does require time and practice, and these classes will give everyone both of those things.

What is the best piece of advice you've ever been given?

'Direction is more important than pace.' You can run fast in the wrong direction... or you can get clarity first and then have far more impact, whatever your pace after that.

Who would be your dream dinner party guests? (3 people)

1. Dr. Joe Dispenza - 'a world-renowned authority on the power of the mind-body connection.' <https://drjoedispenza.com>
2. Keanu Reeves (obviously...)
3. Layla Martin - 'a next-generation sexuality and tantra expert.'

What is on your bucket list?

Spend a year living and working (and eating) in Japan before the age of 50.

A fun fact about yourself people may not know

I'm a fifth generation Wyoming-ite (what you call someone from Wyoming), and my family has been there since before it became a state in 1889. It's the size of the UK and has a population of 500,000 btw. :-)
I'm an undercover cowgirl...

MEET ANDREW SMITH

AI, Google Analytics, SEO



Briefly detail your career history and how you got to where you are today

I have worked in PR, comms, and media for 38 years. I've been interested in AI for over 40 years. I spent the first 23 years of my career working for or running PR firms. The last 15, I've spent training and consulting on the application of technology in comms and PR.

What course(s) do you do with the PRCA?

- [An Introduction to AI in PR & Communications](#)
- [How AI is already being used for media evaluation and sentiment analysis](#)
- [How does SEO work? A guide for PR and Communications Practitioners](#)
- [The Right Way to use Facebook for PR and Communications](#)
- [Digital Landscape for PR and Communications](#)
- [Introduction to Google Analytics for PR and Communications](#)
- [ChatGPT for PR & Communications](#)

Why should delegates attend your course(s)?

I always hope to give people practical advice about how to get maximum benefit from the use of technology in communications – through AI, analytics and SEO.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

I get those every time with my AI related workshops :)

What is your favourite thing about being a trainer?

Helping people to find ways to use their time more effectively and produce better work

What is the best piece of advice you've ever been given?

Good data always beats intuition. But when you have little or no data, intuition always wins

Who would be your dream dinner party guests? (3 people)

Kurt Godel, MC Escher, JS Bach

What is on your bucket list?

Visit Japan

A fun fact about yourself people may not know

I have a Black Belt in Choi Kwang Do (Korean martial art)

MEET LOUISE THIRD MBE

Public relations, public affairs, and speechwriting



Briefly detail your career history and how you got to where you are today

A passion for smaller firms led me to working as a business adviser and trainer to start-up and growing companies between 1989–1996. I started to provide PR consultancy in 1996 leading to the formation of my company Integra Communications in 2001. The company worked nationally with clients in engineering, education, hospitality, public policy, bioscience and medtech – and I provided pro bono PR support to a number of charities. During this time I coached clients in presenting skills and speech writing.

What course(s) do you do with the PRCA?

[Speechwriting Made Simple](#)

Why should delegates attend your course(s)?

The workshop is designed to provide delegates with the key skills involved in writing speeches, either for themselves, or more probably for someone else. The result is more competent and confident professionals.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

The workshop was delivered to the communications team of a government organisation who were learning about the use of 'Commonplace Books' in speechwriting for the first time. During discussion, they resolved to introduce a means of sharing such Commonplace findings, and to setting up an online sharing platform.

What is your favourite thing about being a trainer?

When a delegate sees the value and application of what they have learned.

What is the best piece of advice you've ever been given?

Be more inquisitive – ask questions.

Who would be your dream dinner party guests? (3 people)

Julie Walters (actor), Adam Frost (gardener), Hannah Hauxwell 1926–2018 (Yorkshire farmer). All with a passion for growing/farming.

What is on your bucket list?

To write a story book for 3–5 years olds.

A fun fact about yourself people may not know

Il gave my first speech aged five. .

MEET STUART THOMSON



Public affairs, reputation management and corporate communications

Briefly detail your career history and how you got to where you are today

I've worked in law firms for most of my career but currently run my own consultancy. I've loved the variety of work I have done and the fantastic clients. I still get a thrill from being involved in politics and around Parliament which was something that even as a child I was fascinated by.

What course(s) do you do with the PRCA?

- [Diploma in Public Affairs Management](#)
- [Parliament and Public Affairs](#)
- [Introduction to Public Affairs](#)
- [Social Media in Public Affairs](#)
- [Advanced Public Affairs](#)

Why should delegates attend your course(s)?

They provide practical insight into how you can best deliver in public affairs

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

For me, you can tell when the participant really wants to ask a lot of questions about a certain topic. That's when you can tell something has clicked for them.

What is your favourite thing about being a trainer?

Talking to participants about the challenges they face and helping them think through some potential solutions based on each course.

What is the best piece of advice you've ever been given?

Politicians are not always the most important audience.

Who would be your dream dinner party guests? (3 people)

Jurgen Klopp, Paul McCartney and Tony Blair – not sure how they'd get on but the choice probably says a lot about me!

What is on your bucket list?

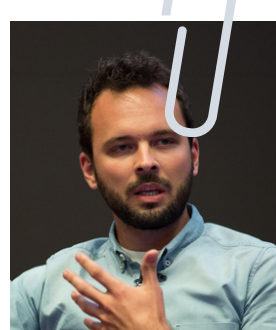
A trip to New York and Washington with the family

A fun fact about yourself people may not know

I worked in a TV and hifi shop when I was at school and, despite that, the business is still thriving (Potters in Tenterden, Kent)

MEET DANNY WHATMOUGH

Digital, Social Media and Integrated Comms



Briefly detail your career history and how you got to where you are today

After training to be an opera singer (!) I started my marketing career in an in-house digital marketing role before moving into PR agencies. I started out doing digital/social roles but gradually moved into more integrated comms roles. I'm lucky to have worked with amazing agencies like Wildfire, Ketchum, Weber Shandwick and Red Consultancy.

What course(s) do you do with the PRCA?

- [Two-Day Digital Masterclass](#)
- [How to Write for Social](#)
- [Using Instagram for Comms](#)
- [Future Leaders Programme](#)

Why should delegates attend your course(s)?

To help find out more about how to blend digital into their work

What is your favourite thing about being a trainer?

The people! Great chat and discussion

What is the best piece of advice you've ever been given?

Make your boss look good

Who would be your dream dinner party guests? (3 people)

Stanley Tucci, Aaron Sorkin, Joni Mitchell

What is on your bucket list?

Go to Japan

A fun fact about yourself people may not know

I'm a professionally trained opera singer

MEET ADRIAN WHEELER

Corporate, B2B and B2C PR



Briefly detail your career history and how you got to where you are today

Reporter. Set up Sterling PR, a general practice agency. Acquired by Grey Advertising, then worked for Grey establishing branches in 28 EMEA markets. Now works as NED and consultant. Author of two PRCA Practice Guides: 'Crisis Communications Management' and 'Writing for the Media'. Chairman of PRCA 1999–2001. Awarded Sir Stephen Tallents Medal for Services to PR in 2010.

What course(s) do you do with the PRCA?

- [Crisis Communications Management](#)
- [Successful New Business Pitching](#)
- [Stakeholder Relationship Management](#)
- [Successful Media Relations](#)
- [Successful B2B Media Writing](#)
- [Creativity in B2B Public Relations](#)
- [PR Agency Financial Basics](#)
- [Behavioural Economics in PR](#)

Why should delegates attend your course(s)?

They learn some new and useful things and we have a good time discussing our ideas.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

They very often come up with a solution that I hadn't thought of. I say 'Aha!' and include it in the next workshop.

What is your favourite thing about being a trainer?

Hmm. Probably that I've usually got a few ideas and techniques that delegates haven't come across before, and may find useful. But over and above that, the pleasure of hearing what they have to say, and watching them discuss things with each other.

What is the best piece of advice you've ever been given?

There are only two kinds of human being. Radiators and drains. Nothing in between.

Who would be your dream dinner party guests? (3 people)

Katherine Ryan. Nate Bargatze. Annie Wheeler.

What is on your bucket list?

Palace of Knossos, Crete. A Border Collie

A fun fact about yourself people may not know

Competed in Fastnet Race. Came last.

MEET COLIN WHEELER

Insight and Analytics



Briefly detail your career history and how you got to where you are today

I've been a professional market researcher for nearly 30 years, and have worked in agency and client roles. During my career I've also been involved in media analysis and reporting, and the importance of robust and effective measurement of communications impact. I was a member of the International Board of AMEC for 6 years.

What course(s) do you do with the PRCA?

Mastering Measurement

Why should delegates attend your course(s)?

If you want to show your clients you're doing a good job with evidence to back it up, this will help you

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

It's the moment when attendees get the business imperative for measurement – it's not a optional activity – if you can't prove you're having an impact then why should a client pay for what your doing. Particularly if other agencies the client is talking to can show their effectiveness. Also – just as important – realising that measurement doesn't have to be (and isn't) perfect, but it's a powerful tool to have, if you are confident in using it.

What is your favourite thing about being a trainer?

Sharing my knowledge, and getting good questions from delegates

What is the best piece of advice you've ever been given?

Mistakes will happen and when they do, you should learn from them!

(a) don't pass the buck – own it

(b) be tolerant and support others when they make a mistake

MEET COLIN WHEELER

Who would be your dream dinner party guests? (3 people)

There are a few people whose biographies I've read that might be interesting (Alan Turing, John Harrison, Gottfried Leibniz, Leonhard Euler) as I find inventiveness and mathematics fascinating. But really, I'm much more comfortable getting together with a group of friends and having a more relaxed fun evening!

What is on your bucket list?

Keep meaning to plan a trip to Australia, but so many other places to visit too. Learning to play an instrument (and read music). Trying hang-gliding (!)

A fun fact about yourself people may not know

A great, great ??? great ... grandfather was a founding member of a trade union for ornamental plasterers, and there was a plaster bust of him in an East End pub for many years!

MEET CLARA WILCOX



*Supporting parents, and their employers, to create a career to enjoy,
& a healthy work-life balance, through 1:1 & career and return to work
coaching, workshops and training | Staff Wellbeing | Retention |
Employee Engagement*

Briefly detail your career history and how you got to where you are today

I have built on over 20 years of recruitment, leadership, and coaching experience, (and over 17 years of parenting), to create The Balance Collective. My fascination with what “makes a person tick” and personal development started with my degree in Psychology, many moons ago, and has continued as a Branch Manager of a bespoke recruitment consultancy, to my Leadership role in an employability skills organisation. An eternal student, I am also a qualified Project Manager, DISC practitioner, Mental Health First Aider and hold Leadership and Management qualifications. Clients have commented that my approach “makes sense”; I like to call it “coachject management” (coaching and project management combined!)

The Balance Collective has a social mission, working towards reducing parental unemployment and underemployment through training and coaching with individuals and business. I work with forward-thinking organisations, with a well-being culture, who wish to attract and retain the wide talent base that exists within working parents. I offer bespoke workshops and 1:1 coaching to support parent in your team back to work after parental leave, support their career progression and work-life balance needs.

What course(s) do you do with the PRCA?

- [How to balance family life and career](#)
- [Building Resilience: Understanding Your Own Wellbeing and Mental Health](#)

Why should delegates attend your course(s)?

A chance to develop self reflective, neuroscience backed, practise to take control of their careers and craft a life that has balance and enjoyment

What is your favourite thing about being a trainer?

Engaged delegates! In seriousness it's the opportunity to work with people who are inquisitive, open minded and interesting in psychology

MEET ANN WRIGHT

Writing/press release writing



Briefly detail your career history and how you got to where you are today

Print journalist and TV producer with years of training and experience both in writing and being on the receiving end of press releases. I have assessed millions over my career and know what works and what doesn't. I became a full-time trainer 15 years ago, and have my own training business, Rough House Media, which offers a range of courses including media training, crisis communications, presentation skills and smartphone video production, as well as writing.

What course(s) do you do with the PRCA?

- [Writing Effective Press Releases](#)
- [Introduction to PR 2-day Bootcamp](#)

Why should delegates attend your course(s)?

Delegates will build on their existing writing skills, they will get an insight into how newsrooms work and how decisions are made over whether to run a story or not, what makes a good story, plus how to write press releases which will capture the attention of a journalist.

Describe a time when you witnessed a significant learning breakthrough or "aha moment" from a participant in your course

The breakthrough moment is always when I talk about the smartphone test – and delegates realise the importance of considering how a recipient will receive and read your press release.

What is your favourite thing about being a trainer?

Giving young PR professionals an insight into a world which many know little about – but which is crucial to success in their career – and seeing them evolve and improve.

What is the best piece of advice you've ever been given?

Don't be afraid to make mistakes and don't be afraid to apologise.

Who would be your dream dinner party guests? (3 people)

My three best friends

What is on your bucket list?

Travel to the Far East.

A fun fact about yourself people may not know

I once interviewed a vampire.

LET'S WORK TOGETHER



020 7233 6026

www.prca.org.uk

training@prca.org.uk

7-8 Stratford Pl, London W1C 1AY