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Invitation: **'Media Awareness and Reputation Management'**

**FREE** seminar for our charity clients and friends

**Date:** Tuesday 13 May 2014, 12.30pm-2.00pm

**Location:** 60 Hope Street, Liverpool, L1 9BZ

Parking: There is on street pay & display parking in the vicinity.

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This seminar is ideal for executives and trustees of any charities and not for profit organisations who would benefit from a better understanding of how to manage your brand values, the key things to know about media relations, the culture of newsrooms, managing your message internally and externally, the law relating to social media use and how to manage culture in your workplace.

**Speakers, to be accompanied by drinks and canapés, with time for networking too:**

**Joel Jelen, Director, Ubiquity PR**

**Managing your reputation and profile, how to be great at media relations with top tips & case studies**

Joel is the managing director of one of Merseyside's leading public relations agencies. Originally from Wanstead in East London, he moved to Liverpool 20 years ago and lives by Sefton Park.

**Tony McDonough, Deputy Business Editor, Liverpool Echo**

**The culture of newsrooms**

Tony McDonough is a senior business journalist at the Echo with a broader news reporting repertoire spanning 20 years. He grew up in Croxteth, supports Liverpool FC and is regarded as an outstanding amateur photographer.

**Sarah Jones, Chief Executive, Mencap Liverpool**

**In practice- managing our message internally and externally**

Sarah became Mencap Liverpool's first CEO in July 2009 and has worked in and with the local voluntary sector since graduating in 2001. She is passionate about the power of small charities to effect big change. Having spent all her adult life in Liverpool, Sarah is also passionate about the city, its people and its personality.

**Michael Sandys, Partner, Jackson & Canter**

**New Defamation Act 2013 and what it means for social media use**

Michael is heading up Jackson & Canter's Commercial Team. His specialisms include Intellectual Property (IP) and Media Law. On the Media side, Michael has acted in a number of high profile Libel actions. He has also acted for newspapers and authors as well as prominent local politicians on libel matters.

**Peter Taaffe, Managing Partner, BWMacfarlane**

**Managing culture in our workplace**

Peter's blend of skills from his FCA & CTA qualifications and practice experience provides clients with a broad perspective and practical advice. His focus is on improved business performance and enhanced value for clients, working with a variety of SME and charity projects.

Please book with **Vicki Harper 0151 236 1494** or email **vicki.h@bwm.co.uk**