

## SIX MORE INVOLVED

London-based employee involvement specialist INVOLVE has made six new appointments. Toby Sheldon and Simon Powell join as project directors, Claire Lawson is client director, Jan Bates is the new head of marketing with Natalie Garden as marketing manager and Barry Forward is head of production. MD Jeremy Starling says: "In the current economic climate we are seeing a growing demand for our services."

## DEESIDE APPOINTMENTS

The Royal Deeside and the Cairngorms Destination Management Organisation has commissioned Hampton Associates of Aberdeen to design a unique brand identity and Dundee-based Blue Square to design and develop a new DMO website.

newsround

## MARK OPTS FOR THE FREELANCE LIFE

After almost 25 years in journalism and corporate communications, Denmark-based CIB member Mark Watkins has jumped the fence from in-house to freelance. Mark has spent almost 20 years in-house with various companies, including GlaxoSmithKline, Nycomed and GE, but this month he launches his new venture 'Corporate Understanding'.

"The name comes from a phrase I coined when presenting at a conference last year," says Mark. "I made a quip that being called the 'corporate communications' department was part of the problem, because it focuses our attention on the output rather than on the outcome. I



wondered whether things would be different if we were named the 'corporate understanding' department – because that's ultimately what we're working to achieve."

Mark will continue to be based in Denmark but will offer services Europe-wide. "I'll be focusing on strategic internal communication and corporate writing, initially with a bias towards the healthcare sector and the Nordic region," says Mark.

"In the meantime, I'm busy sending out contact details and exploring the technology that will bring it all to life. Skype is a true modern miracle." For more information see [www.corporate-understanding.com](http://www.corporate-understanding.com)

## FOUR-TIME WINNERS

London-based Wardour has recently won four major contracts to produce client magazines and brochures.

The West End agency was chosen by Lloyds TSB Wealth to launch a thought leadership magazine for its wealth planning and private banking clients entitled Ideas. The magazine, which will be published triannually, will be distributed to around 40,000 people.

International law firm CMS Cameron McKenna LLP also appointed Wardour to publish its client magazine Solve following a competitive pitch. Solve will be published three times per year in a new, 44-page, perfect-bound format.

Alliance Trust, the international investment and financial services group, has contracted the agency to produce a suite of client literature including handbooks and brochures.

And Gemalto, the world leader in digital security, has appointed Wardour to produce its 36-page customer magazine, *The Review*, with a print run of 15,000 copies, distributed three times a year.

## NEWSNIGHT'S SUE JOINS HEADLINES

Ex-BBC Newsnight director, Sue Turbett, has joined internal communications agency Headlines Corporate News to lead the company's expanding video service.

Sue brings more than 20 years' broadcast experience to the Milton Keynes-based CIB Proud Supporter agency.

Formerly, Sue has worked as a journalist, producer and director on a range of BBC news and current affairs programmes, including *Newsnight*, *Breakfast News*, *News 24*, *The One*, *Six and Ten O'clock News*, *The Money Programme*, *Radio 4's Today Programme* and *World Service News*.

Headlines says Sue's skills

are particularly relevant to internal communication – where critical criteria include fast turnaround from initial idea to final delivery; minimal disruption; on-the-spot editing; coaching of subjects; and working to high production standards on limited budgets.

Sue says: "Our niche is creating short video packages that tell a story or communicate messages like company results, strategic announcements, product launches or face-to-face messages to employees.

"Much of our work is hot and stream on the web so it can be delivered simultaneously to a company's employees via the intranet. This is definitely a huge growth area for internal communication."



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CiB bites

## FUTURE IS CLEAR

Gloucestershire-based Clear Communications has employed Rachel McHugh to help raise the expanding agency's profile and manage a number of key accounts. Rachel, who has a background in external relations, communications and marketing, has worked for other local and national businesses, including the British Nuclear Group.

## TWO INTO ONE...

Aberdeen-based Tricker PR has been nominated twice for an award in the finals of Carryx Group's Inaugural Scottish Event Awards. Two Tricker PR campaigns – Highland Feast and Swamp Soccer – are going head-to-head for the title of Best Press Strategy on September 4 at the Glasgow Science Centre.