



PR IN THE FACE OF ADVERSITY
How to approach a difficult subject and combat negative perceptions

21st September 2010

6 pm – 9 pm

CIPR Public Relations Centre, 52-53 Russell Square, London WC1B 4HP

CIM SPECIAL OFFER REGISTRATION FORM

Not all causes are cute and cuddly. For many marcomms professionals it's a relentless struggle to persuade people to change the habits and opinions of a lifetime, or to get them on board as supporters. Many causes are uncomfortable, challenging and controversial. But someone's got to do it, as they say.

Find out how the charity, Changing Faces, chose to celebrate difference, not engender sympathy, in high profile campaigns geared to mainstreaming people with facial and body disfigurement. Our first speaker, Winnie Coutinho, is Changing Faces' Head of Campaigns and Communications.

Our second speaker, Christina Donà, Group External Communications Manager at *BAT* (British American Tobacco) will help delegates gain an appreciation of how a difficult subject which may have negative perceptions with the public can be communicated. What tips and tricks are there for combating perceptions and avoiding a negative reputational impact from the product itself?

We are offering CIM members a special rate of £58.75 inc VAT instead of £76.37 inc VAT.

REGISTRATION FORM

FIRST NAME:
SURNAME:
EMAIL ADDRESS:

COMPANY:
COMPANY ADDRESS:

JOB TITLE:

TEL NUMBER:

ARE YOU A MEMBER OF THE CIM? YES /NO If YES, please give your membership No

FEES

Special CIM Members Rate
£50 + VAT for members of the CIPR = £58.75 inc VAT

Please return the completed registration form and attach your cheque, made payable to CIPR, MARKETING COMMUNICATIONS GROUP to: [Marianne Malonne, 37 The Towers, Lower Mortlake Road, Richmond TW9 2JR](#)

Terms and conditions

Places will be awarded on a first come, first served basis, upon receipt of your registration form and payment. Payment must be received by 17th September 2010.

No refund will be given but substitution of delegates will be accepted up to the day of the event. Please inform Marianne Malonne at marianne@forrester-solutions.com or telephone 07967 962 136 for more information