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PR strategy for communication causes

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Speaker biographies

Professor Ian Bruce CBE, CCMi & FCIM

Professor Ian Bruce is Vice President of RNIB, Royal National Institute of Blind People. He is also founder and President of the Centre for Charity Effectiveness at City, University of London's Cass Business School. He was Chief Executive of RNIB and Volunteering England, also holding senior roles for other non-profits and a marketing manager for Unilever. He writes and broadcasts extensively with a 4th edition of his book 'Charity Marketing' and his academic writing is cited widely. He has founded or co-founded 12 non-profit organisations and was the first UK charity chief to be made a Companion of the Chartered Management Institute.

Nicky Garsten PhD SOAS, University of London

Nicky is a Senior Lecturer at the University of Greenwich where she directs the BA (Hons) in PR and Communications. She is an editorial board member of *Public Relation Review: A Global Journal of Research and Comment*. Nicky is a Fellow of the Royal Society of Arts, Senior Fellow of the Higher Education Academy and member of the PRCA's Charity Committee. She was a healthcare journalist and ran the Press Office at RNIB. She co-directed campaigns with clients at the British Heart Foundation and the Health Education Authority, winning national PR awards.

Michaela O'Brien

Michaela is Principal lecturer at the University of Westminster. She is course leader and Co-founder of the pioneering MA in Media, Campaigning and Social Change. Michaela previously worked in consultancy and strategic communications for non-profits including Business in the Community, Gingerbread, Amnesty International, War on Want, Carers UK, British Library and the Refugee Council. Her research interests are power and the history of campaign communications.