

PR for Plastics

Promoting Plastics in Challenging Times



Wednesday 27 June 2018
BPF House, London, EC2A 3JE

Members £149 + VAT
Non Members £249 + VAT

Contact:
Paul Baxter
events@bpf.co.uk
+44 (0)207 457 5047
www.bpfevents.co.uk

Presentations from



PR For Plastics

The public image of your company is crucial. Successfully promoting and marketing your company and your products is an essential part of your business model. This seminar will show you the techniques that you need to successfully use PR and promote your company.

Including presentations on social media, crisis communications and what the media wants from the plastics industry, this is your opportunity to learn how to use PR to your advantage.

Who should attend: This seminar is aimed at senior and middle managers from companies in the plastics industry and supply chain.



Seminar Programme

Morning Session

- 10.00 Registration & Refreshments
- 10.25 Chairman's Introduction
- 10.30 Introduction to the Day and a Welcome for the BPF
Stephen Hunt, BPF
- 10.35 What the Media Wants From the Plastics Industry
Leanne Taylor, British Plastics and Rubber
- 11.05 Case Study—An example of a plastics company using PR successfully
Neil Pentecost, Amaray
- 11.35 Morning Break
- 11.50 Crisis Communications
Rod Clayton, Weber Shandwick
- 12.20 Dealing with Difficult Situations
Caroline Edgar and Chris Hogwood, Portland PR

12.50 Networking Lunch

Afternoon Session

- 13.50 Using Social Media to Promote Your Company
Sally Bailey, Common Sense PR and Marketing
- 14.20 Topic TBC
Speaker TBC
- 14.50 What the BPF is doing in Plastics PR and How You Can Help
Rob Mills and Alex Harris, BPF
- 15.20 Afternoon Break and Close



Speakers



Rod Clayton

Weber Shandwick

Based in London, Rod Clayton co-leads the global issues group of Weber Shandwick, one of the world's largest communications firms. Rod handles a wide range of issues and has experience in all major industries, serving many of the world's largest companies and other organisations.

Matters that he handles of relevance to the plastics industry include regulatory issues, litigation (such as intellectual property, competition, fraud and international disputes), natural and man-made disasters, product liability, and environmental, health and safety issues, among many others. His work ranges from devising communications strategies for complex issues to brokering agreements with campaigning NGOs.

Rod researches and writes crisis plans and devises and leads simulation exercises to test those plans. He is particularly adept at training executives to handle tough questions not only from the media, but also in legislative committees, investor meetings, employee gatherings and other challenging situations.

Prior to transferring to London, Rod worked in the company's Los Angeles office for almost nine years, where he was General Manager of Weber Shandwick's Southern California operations. He spent three years beforehand in the company's New York office working on corporate issues and special situations. Rod was born and raised in Suffolk, England, and educated at the University of Oxford, where he studied classics for his undergraduate degree before taking a doctorate in modern history.



Leanne Taylor

British Plastics and Rubber

Leanne Taylor is Head of Content for the Plastics portfolio of magazines and events at B2B publisher, Rapid News Communications Group.

A qualified journalist, Leanne started as Assistant Editor on leading UK journal, British Plastics and Rubber, in 2011, before securing the Editor's position later that year.

Since then, Leanne's role at Rapid News has widened to include Group Editorship of the company's other plastics titles, including European Plastic Product Manufacturer (EPPM) and Middle Eastern Plastics (MEP).

In 2014 Leanne established Women in Plastics, an industry Group with the ambition of providing support, networking and visibility for women working in the plastics industry, as well as stemming the skills gap by encouraging women into the sector.

Leanne's involvement with Interplas, Rapid News' flagship event for the UK plastics industry, has seen her promoted to Head of Content for the company, with her role and responsibility including management of the conference programme, features and special events at the show.

Registration

NAME:

ORGANISATION:

ADDRESS:

EMAIL:

TELEPHONE:

METHOD OF PAYMENT

☐ Cheque enclosed

☐ Credit Card (Visa, Mastercard etc.)

Card no:

Security no:

Expiry Date:

Issue No:

NO. OF DELEGATES:

DELEGATE NAMES:

PRICE PER DELEGATE (excl. VAT)

Total (excl VAT) £ _____

VAT (20%) £ _____

TOTAL: £ _____

CARDHOLDERS ADDRESS:

SIGNATURE:

Fill out this form and fax to +44 (0)207 457 5045 or email **(invoice only)** events@bpf.co.uk.

If you wish to pay via credit card you can alternatively call the BPF events team on 0207 457 5047

Future Events

16 May, Belfast

BPF Rotational Moulding Seminar

12 June, London

BPF Sustainability Seminar

4 October, London

Thermoplastic Composites Seminar

Contact:

Paul Baxter events@bpf.co.uk

+44 (0)207 457 5047 www.bpfevents.co.uk

