



# MANAGEMENT AND EXECUTIVE EDUCATION AND TRAINING COURSES 2008

*NATIONAL AND INTERNATIONAL  
PRIVATE & PUBLIC SECTOR  
CAPACITY BUILDING*



**KNOWLEDGE**

**COMMUNICATION**

**INTELLECTUAL CAPITAL**

**TTPL - The Tronix Training Programme - Lagos - Abuja - London**



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## THE TRONIX TRAINING PROGRAMME LTD

TTPL is the specialist management, professional training and capacity building firm in the PIELLE Consulting Group. It combines the expertise of an international management communication firm renowned for its management development, education and communication training programmes with the academic rigour and specialist technical programmes from our collaborations with the School of Diplomacy at the University of Westminster and Memorial University - Canada

Together we have access to a distinguished faculty of expert lecturers, trainers and mentors with special personal knowledge, experience and identification with emerging economy countries of Africa, Asia, Europe and the Asia Pacific regions.

## OUR MISSION

...is to be an effective partner for clients and leverage our joint expertise and experience for the benefit of their management and staff worldwide:

- supporting personal and organisational development objectives,
- enhancing investment in human capital,
- increasing capacity to deliver,
- enriching the management experience

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## OUR TRAINING PROGRAMMES

TTPL delivers senior executive management training programmes in the UK designed to meet the needs of senior managers from the national governments and for those working in the public, private and not-for-profit sectors in emergency economics in particular. Our courses are carefully structured to respond to national capacity building needs and to meet the quality standards and criteria for World Bank funded capacity building programmes. We aim always to create that interpersonal dynamic to provide a participative edge to learning and enhance the benefits of state visit and group working sessions.

## 2008 COURSES

- Finance & Financial Management
- General Management
- Human Resource and Change Management
- Project Management
- Public Diplomacy - Public Relations and Communication Management

TTPL can work with you to develop and implement a dynamic training and development strategy and plan based on personal profiles, job requirements, organisational performance and development needs.

TTPL can evolve scientific and objective performance standards with you to measure performance and assist in decisions on employee development, rewards, career development and promotion.

TTPL uses custom developed software to assist in establishing performance priorities and assessment

TTPL with its academic partners can develop and deliver specialist short courses for Government Officials and senior managers, the Financial Services, Oil and Gas and Marine Industries and deliver capacity building programmes with a minimum 45 hours class room study for University certificated short courses or Continuous Professional and Personal Development Programmes.





## TTPL - London based Senior Executive Management Courses for 2006 -2007

Finance - Project Management - General Management - HR & Change Management - Public  
Diplomacy and Public Relations Management

Course code	Course Title	Duration	Cost
TTPL010	Project Evaluation and Reporting	2 weeks	£4,850.00
TTPL020	Understanding and Managing the HIPC Initiative	3 weeks	£5,450.00
TTPL030	Director's Personal Assistant and Executive Secretaries Course	2 weeks	£4,150.00
TTPL040	Project Implementation and Monitoring	2 weeks	£4,650.00
TTPL050	Managing a Project Cycle	2 weeks	£4,650.00
TTPL060	Managing and Leading Strategic Change	2 weeks	£4,850.00
TTPL070	Managing and Facilitating Public Works	2 weeks	£4,850.00
TTPL080	Finance for Senior Managers	3 weeks	£5,450.00
TTPL090	Financial Management Practice	2 weeks	£4,225.00
TTPL100	Taking a Practical Approach to Public / Private Partnerships and Privatisation	3 weeks	£5,450.00
TTPL110	Taking a practical approach to Public - Private Partnerships, Privatisation and Deregulation	3 weeks	£5,450.00
TTPL120	Project and Programme Management	2 weeks	£4,750.00
TTPL130	Total Quality Management	3 weeks	£5,450.00
TTPL140	Effective Records Management Programme	2 weeks	£4,325.00
TTPL150	Organisation and Interpersonal Skills	2 weeks	£4,325.00
TTPL160	Management, Budgeting and investment Planning for Utilities	3 weeks	£5,450.00
TTPL170	Management of Development Projects	3 weeks	£5,450.00
TTPL180	Public Enterprise and Privatisation	2 weeks	£4,850.00
TTPL190	Effective Management Skills	3 weeks	£5,280.00
TTPL200	Human Resources Personnel Management	2 weeks	£4,850.00
TTPL210	Managing the Challenges in Post Privatisation	3 weeks	£5,450.00
TTPL220	Managing Political and Economic Reform	3 weeks	£5,450.00
TTPL230	Financial Crime & Money Laundering Prevention	3 weeks	£5,450.00
TTPL240	International Employee & Community Relations Communication	2 weeks	£4,850.00
TTPL250	International Marketing Communications Management	2 weeks	£4,850.00
TTPL260	Managing Global Brand Values	2 weeks	£4,650.00
TTPL270	Communicating Sustainable Development and Social Responsibility	2 weeks	£4,850.00
TTPL280	Managing Global Stake Holder Relations	3 weeks	£5,250.00
TTPL290	Out Sourcing/ Effective Procurement & Contract Management	2 weeks	£4,850.00
TTPL300	Effective Public Relations and Media Management	2 weeks	£4,250.00
TTPL310	Integrated Communication Management	3 weeks	£5,450.00
TTPL320	Protocol and Public Affairs Management	2 weeks	£4,250.00
TTPL330	International Public Relations School for Senior Management	2 weeks	£4,250.00
TTPL340	Public Diplomacy and International Public Relations Management	3 weeks	£5,450.00





## PROJECT EVALUATION AND REPORTING

Course No. TTPL010

A two week course designed for Public and Private sector Project Managers, Senior Managers and those who commission and manage large budgets and projects which evaluates a project through various stages to ensure value for money be it a publicly funded project or otherwise.

Cost: Two weeks **£4,850.00** per delegate

### THE COURSE COVERS:

- managing the overall project cycle, preparing project proposals to gain financial support;
- using project management techniques and tools;
- understanding and evaluating projects around the BS6079;
- use of appropriate reporting and documentation techniques;
- organising and management of projects; setting milestones and performance criteria and appraising and reporting through various stages of the project;
- use Information Technology for project management;
- schedule phases;
- identifying and managing risks;
- using a variety of IT tools and systems to present reports.

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## UNDERSTANDING AND MANAGING THE HIPC INITIATIVE

Course No. TTPL020

The HIPC (Heavily Indebted Poor Countries) Initiative is a comprehensive approach to debt reduction that requires the participation of all creditors. This three week course is designed to provide an overview of the initiative itself and the social, economic and political factors affecting the initiative, the structures and cultures of the HIPC stakeholders as well as practical exposure to the tools of debt management, project evaluation and control, viability and sustainability and case study illustrated examples of HIPC Initiatives at work and their impact from an HIPC country standpoint. Designed for senior managers from government, public sector, NGO and the private sector from creditor countries involved in providing, supporting or monitoring HIPC Initiatives and similarly for their opposite numbers from HIPC countries concerned with the effective and sustainable implementation of the initiatives.

Cost: Three weeks **£5,450.00** per delegate

### THE COURSE COVERS:

- An overview of the initiative itself;
- HIPC stakeholders - institutions, countries, structures and organisations;
- international trade - financial institutions & monetary systems;
- social, economic and Political Factors affecting HIPC Initiative;
- institutional and organisational constraints to HIPC initiative;
- working with and managing the HIPC initiative;
- applying the best management and project management techniques;
- IT and IS tools for HIPC Initiative management





## DIRECTORS PERSONAL ASSISTANT AND EXECUTIVE SECRETARIES COURSE

Course No. TTPL030

A two week course designed for senior executive secretaries and those who need a thorough understanding of modern business practices, computers and available applications software.

Cost: Two weeks **£4,150.00** per delegate

### THE COURSE COVERS:

- awareness of the range of software tools available;
- determining the appropriate tool or tools for their project;
- designing and creating Microsoft Office applications;
- specifying and communicating requirements to staff;
- analysing and interpreting results;
- communicating results to senior management;
- supporting and monitoring projects and creating presentations.

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## PROJECT IMPLEMENTATION AND MONITORING

Course No. TTPL040

This course is one of a series making up the Project Management Programme. The course is designed for senior managers in the public, non-government and private sectors who are responsible for directing projects and programmes and liaising with international financial institutions, development agencies and multi-national or senior government departmental heads.

Cost: Two weeks **£4,650.00** per delegate

### THE COURSE COVERS:

- managing projects effectively to achieve objectives within budget and on time;
- new directions in development assistance and the wider context of management responsibility;
- adaption and application of modern organisational management techniques, including strategic and operational planning;
- an overview of lessons learned with regard to successful and unsuccessful project management;
- achievement of action centred leadership.





## MANAGING A PROJECT CYCLE

Course No. TTPL050

This training course is one in a series of three that comprises the Project Management Programme. The course is designed for senior managers in the public, non-government and private sectors who are responsible for seeking financial support for new projects and evaluating existing projects funded by international financial institutions and development agencies. By the end of the programme, participants will be able to apply their newly gained skills and supporting knowledge.

Cost: Two weeks **£4,650.00** per delegate

### THE COURSE COVERS:

- understand and manage the overall project cycle;
- prepare international standard project proposals to gain financial support;
- build stronger relationships with funding agencies and contractors;
- plan project implementation;
- assess and manage project risks and sustainability throughout the life of the project;
- manage the monitoring and evaluation of projects to determine progress and impact

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## MANAGING AND LEADING STRATEGIC CHANGE

Course No. TTPL060

A two week senior management level 1 course for senior managers and directors responsible for identifying the need for change and accountable for ensuring that the organisation is responsive.

Cost: Two weeks **£4,850.00** per delegate

### THE COURSE COVERS:

- understanding the need for change;
- setting strategic goals and setting performance targets;
- creating a shared vision;
- identifying resistance to change;
- building management capacity;
- working with teams to change the working environment;
- developing a change programme focussing on customer, stakeholder and community needs;
- creating a learning organisation;
- establishing clear standards;
- the role of technology;
- decision making and risk analysis.





## MANAGING AND FACILITATING PUBLIC WORKS

*Course No. TTPL070*

A two week level 2 course designed to provide Government, public and private sector managers and facilitators with the means to improve efficiency and effectiveness of public works and achieve value for money outcomes.

*Cost: Two weeks* **£4,850.00** *per delegate*

### THE COURSE COVERS:

- understanding contract conditions;
- output specifications;
- productivity measurement and work programming;
- the application of best value and performance indicators;
- stakeholders and community consultation and involvement;
- financial control and best practice management.

## FINANCE FOR SENIOR MANAGERS

*Course No. TTPL080*

A three week advanced level 1 course for senior managers and directors.

*Cost: Three weeks* **£5,450.00** *per delegate*

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### THE COURSE COVERS:

- Capital Investment appraisal and measuring financial performance;
- capital investment appraisal and interpreting accounts;
- selecting and implementing financial systems;
- financial modelling and an introduction to financial markets.

## FINANCIAL MANAGEMENT PRACTICE

*Course No. TTPL090*

A two week advanced level 1 course for senior managers and government officers with responsibility for improving financial management and for introducing best practice methods for allocating, controlling and monitoring finance.

*Cost: Two weeks* **£4,225.00** *per delegate*

### THE COURSE COVERS:

- financial control - expenditure planning and accountability - debt management, internal and external audit;
- financial SWOT analysis;
- project appraisal and change prioritisation;
- achieving value-for-money;
- public expenditure planning and control systems;
- resource allocation and budget setting and managing financial change.





## TAKING A PRACTICAL APPROACH TO PUBLIC - PRIVATE PARTNERSHIPS AND PRIVATISATION AND DEREGULATION

*Course No. TTPL110*

A three week advanced senior management - level 3 course designed for senior managers responsible for policy and strategy for private sector involvement in public services and those responsible for planning and managing particular programmes and projects.

**Cost: Three weeks £5,450.00 per delegate**

### THE COURSE COVERS:

- private/public partnership financing;
- marketing and strategic outsourcing;
- managing fair and open competition and their processes;
- bid evaluation;
- output based specification and monopoly regulation for consumer protection.

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## PROJECT AND PROGRAMME MANAGEMENT

*Course No. TTPL120*

A two week advanced, senior management - level 1 programme designed for those key senior managers involved in and responsible for the management and delivery of all types of government, public and private sector projects or national development programmes.

**Cost: Two weeks £4,750.00 per delegate**

### THE COURSE COVERS:

- the nature and variety of projects with a particular focus on the power and steel industries;
- initiating scoping projects and establishing success criteria;
- agreeing benchmarks and performance indices;
- effective project financing and financial management, practical training in the use of the latest trial project and financial management software;
- international project management and cross cultural sensitivity;
- budget control, project changes and problem solving;
- applying lessons from best practice;
- community, customer and stakeholder relations management;
- post implementation activity, SWOT analysis and reviews.





## TOTAL QUALITY MANAGEMENT

Course No. TTPL130

A three week advanced, senior management - level 1 programme for policy makers and managers in government and public organisations responsible for setting and raising standards of service and operations.

Cost: Three weeks **£5,450.00** per delegate

### THE COURSE COVERS:

- quality issues - the business excellence model;
- the service quality chain;
- quality strategy management;
- performance indicators and performance monitoring;
- Environment management through ISO 14000;
- TQM through ISO 9000;
- quality auditing;
- business process re-engineering and continual improvement;
- organisational effectiveness and managing change;
- costing and market testing;
- competitiveness tendering and stakeholder focus.

## EFFECTIVE PUBLIC RELATIONS AND MEDIA MANAGEMENT

Course No. TTPL300

A two week foundation level course covering all aspects of public relations practice and the essentials of media relations and management.

Cost: Two weeks **£4,250.00** per delegate

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## INTEGRATED COMMUNICATION MANAGEMENT

Course No. TTPL310

A three week level 2 course to cover:- all aspects of integrated communication from marketing support, event management and promotions to public relations, media relations, sponsorship and sales promotion and including protocol, crisis management and contingency planning.

Cost: Three weeks **£5,450.00** per delegate

## PROTOCOL AND PUBLIC AFFAIRS MANAGEMENT

Course No. TTPL320

A two week level 2 course to cover:

- planning and management for the protocol function;
- public affairs management best practice and experience;
- research and evaluation in action;
- effective personal communication and media relations;
- lobbying and public relations;
- departmental management and interpersonal skill, issues, crisis and environmental incident management;
- successful public information programmes.

Cost: Two weeks **£4,250.00** per delegate





## INTERNATIONAL PUBLIC RELATIONS SCHOOL FOR SENIOR MANAGEMENT

Course No. TTPL330

A three week course at level 3 - senior management and director course to cover:

- public relations management in a global context;
- corporate strategy and communication;
- strategic public relations planning and management;
- departmental and personnel development in public relations;
- Public Relations for Government and Managing Government Relations;
- Managing the media;
- research and evaluation techniques and management;
- internal communication and employee relations;
- community relations;
- integrated marketing communication;
- Issue and Crisis Communication and Management;
- Public Information and Public Education Programme Management.

Cost: Three weeks **£5,450.00** per delegate

## PUBLIC DIPLOMACY AND INTERNATIONAL PUBLIC RELATIONS MANAGEMENT

Course No. TTPL340

A three week level 3 - senior management course to cover:

- Global economic and political environment;
- inward investment and country marketing promotion programme management;
- strategies for issue and crisis management; international law and diplomacy and public relations;
- media management strategies and personal media presentation techniques;
- using research and evaluation;
- the implications of globalisation.

Cost: Three weeks **£5,450.00** per delegate

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<b>Course Code</b>	<b>Course Title</b>	<b>Duration</b>	<b>Cost</b>
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TTPL140	Effective Records Management Programme	2 weeks	£4,325.00
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TTPL270	Communicating Sustainable Development and Social Responsibility	2 weeks	£4,850.00
TTPL280	Managing Global Stake Holder Relations	3 weeks	£5,250.00
TTPL290	Out Sourcing/Effective Procurement and Contract Management	2 weeks	£4,850.00

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## OUR FACULTY MEMBERS - BIOGRAPHIES

### **DR YEMI ADEGOKE PH.D**

Dr Adegoke studied at Aberdeen College, University of Aston in Birmingham and Royal Holloway College, University of London where he obtained his Doctorate degree in Operational Research.

In 1985, he won the ORS award by the Committee of Vice Chancellors and Principals of the Universities and Colleges of the United Kingdom for his research work.

He started his professional career as a Management Consultant with Arthur Young (now Ernst & Young) and later worked in the City of London as a Business Analyst /Consultant on new markets. He has worked on the development and application of integration systems for various social, economic and political institutions.

Dr Adegoke has worked and consulted extensively for several organisations in the public and private sectors in Africa, Europe and North America. He lectures and advises at several institutions in a number subjects including;

- Operations Management Development,
- Computing and Information Systems,
- Conflict Analysis and Grand Strategy as well as Demilitarisation,
- Security and Defence Policy.

He is on the Boards of a number of public and private organisations including BICO (Black International Construction Organisation) in the U.K where he has recently been elected the Chairman of the Executive Committee He is also a member of the Council of Management of the Board of Africa Centre in London.

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### **OLUSOLA O ADETUBERU**

Olusola Adetuberu studied at the Institute of Law, City University where he obtained an LL.B in Business Law and the Bar Vocational Course qualification from the Inns of Court School of Law in 2000 and 2001 respectively.

In 2002, he obtained an LLM in Banking and Finance Law at the London School of Economics. Called to the Bar at Lincoln's Inn in 2003. In 2003, he delivered a lecture on the "Social, Economic and Political factors affecting the HIPC Initiative" as part of a Tronix Training Programme. He currently lectures in business law and finance related subjects.

### **SYLVESTER ODEON AKHAINE MA**

Sylvester Akhaine holds a Masters Degree in History and Diplomacy from the Lagos State University and is a Doctoral Candidate at the Social and Political Science Department, Royal Holloway College, University of London. He is currently Executive Director of the centre for Constitutionalism and Demilitarisation. He read Advance Writing and Specialised Reporting at the Nigerian Institute of Journalism and history at the University of Lagos.

The author of Our Colony, Panaf Press, 1998, and Another Woman of Substance, Panaf Press, 2000. His is the editor of the book, "Globalization, United Nations" and the fringe players, 2001. His recent academic papers include "Political and Institutional Power as Obstacles to Development: The African Experience,"; "Towards a New Political Economy: Globalisation and Governance,"; "Global Governance, Democracy and Development in West Africa," . His current research areas, are human rights, democracy, and international financial institutions.





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued



### CAROL FRIEND FCIPR

Managing Director, PIELLE Consulting Group  
Director, European Communications Partners

Expert in corporate, brand and generic reputation promotion and defence, she has particular experience in building brand equity through communication among internal and external audiences at local, national and international level.

Carol Friend, a Fellow of the Institute of Public Relations and a former President, co-founded PIELLE in 1980. She brings pragmatism and creative thinking to the development and implementation of effective programmes for generics (DSL Forum, Canadian Pulp and Paper Association, Institute of Trade Mark Agents), corporates (General Healthcare Group, ICI Group, Pitney Bowes) and product brands (BMI Healthcare, Findus, Speedwise).

A business graduate, her career developed in marketing and corporate communication in large international organisations - Air France and Stern Family Holdings - before she moved into consultancy. She was awarded the Sir Stephen Tallents Medal in 1993 (awarded by the IPR President to recognise exceptional achievement in and contributions to the development of public relations practice).

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### PETER ATKINSON BA MA PGCE

Peter Atkinson is a graduate of the Universities of Leeds and Liverpool and has studied at the Open University, the University of Waterloo in Canada and London University. He has worked extensively in industry as a Financial Adviser and later as a Consultant to blue chip companies in the areas of database and website developments.

Peter has lectured in the general business field for several years and currently lectures in Information Technology for a leading London Business College while carrying out consultancy work for Computacenter - a leading British IT outsourcing company.



### MICHAEL BLAND

Michael Bland, FCIPR, MBCI, is a consultant, author, trainer and lecturer in Corporate Communication, Crisis and Issues Management, Media Interviews, Presentation Skills, Reducing Stress and Enjoying Life.

A former communications head of the Institute of Directors and Ford Motor Company Limited, he advises and trains a number of major world companies and organisations and is the author of 12 communications text books.



### VEEKASH CHUNDOO HNC (SCOTVEC) B.SC.

Veekash Chundoo studied at James Watt College, Greenock, the NCC in Manchester and London Guildhall University where he obtained his B.Sc. in Computing and Information Systems. He has worked in Industry as a Systems Administrator, Programmer and in Data Processing Control. He has been and is involved in Systems Development and lectures widely on a range of computing and systems topics.





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued



### MIROSLAV JOVANOVIC

Originally a student in medicine, Miroslav Jovanovic holds a Bachelor of Science from the University of Nis - Chemical Engineering Faculty in Leskovac, Yugoslavia. He possesses expertise in the designing and the processing of documents using a wide range of computer applications. He is also experienced in the designing of web pages and consumer-focused web sites.

From 1993 to 1996, Miroslav initiated and led a new section within the Research and Development department at Zdravlje Pharmaceutical and Chemical Co, Yugoslavia, and was responsible for regulatory affairs and packaging design and development.

From 1996 to 2000, he established and managed Gap Trade Co., a small designing company in Yugoslavia. His clients included small and medium-sized manufacturers and wholesalers.

He then moved on to a software engineer position at Digital Printing Images Ltd, London, for two years. His responsibilities required a mix of reprographic, software engineering and designing skills.

Miroslav now provides lectures on web-based technologies and delivers training on a variety of software packages at the City of London College.

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### ARDI KOLAH

Ardi Kolah BA, LL.M, MCIPR, FCIM, FRSA chartered marketer is a leading practitioner in sponsorship, marketing and public relations with over 13 year's business consultancy experience.

He received a first degree in law from Kingston University where he specialised in intellectual property law in his final year and holds a Master of Laws degree from King's College, London.

He is the author of several leading works on sponsorship including Maximising the Value of Sports Sponsorship (FT Media), Measuring Successful Sponsorship (FT Media), How to Develop an Effective Sponsorship Programme, How to Develop Effective Hospitality Programmes and How to Develop Effective Naming Rights Strategies (all for SportBusiness).

In addition, he is currently writing The Global Market for Sponsorship, in conjunction with the European Sponsorship Consultants Association (ESCA), the American Marketing Association (AMA) in association with IEG North America and the Australian Sponsorship Marketing Association (ASMA) to be published by Screen Digest in 2002.

Other titles include Essential Law for Marketers and Improving the Performance of Sponsorship (both for CIM/Butterworth Heinemann). He is also the holder of several national awards in marketing and public relations in the UK, is the managing director of Maverick UK, a Director of the Institute of Public Relations in the UK, a Fellow of the Chartered Institute of Marketing and a Fellow of the Royal Society of Arts.

The author welcomes feed back from the readers and is available to handle sponsorship and brand communication consultancy assignments for clients.





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued

### **LESLIE LANIYAN BSC ECON**

Leslie Laniyan has a BSc in Economics from the London School of Economics.

He is currently Managing Director of Shian Housing Association a Black Led Housing Association based in Hackney and is involved in and responsible for a broad spectrum of building and construction projects ranging from simple refurbishment of a single property up to and including the rebuilding of a new estate.

He was previously Regional Manager with Ujima Housing Association largest Black Led Housing Association in England.

Leslie is chairman of the Federation of Black Housing Organisation a national based organisation representing Black Led Housing Association in England and is an active mentor to Management Trainees undertaking the Diploma in Management Studies.

### **JIMI MORGAN B.SC. (HONS) ACA**

Jimi Morgan is a Chartered Accountant with a degree in Accounting from the University of Lagos. He trained with the London office of BDO Binder Hamlyn (now BDO Stoy Hayward) before joining the Nigerian practice of Arthur Young (now Ernst & Young), which he left as head of the firms management consultancy.

He has a wide experience of audit, management consultancy and financial management in sectors such as oil exploration, oil marketing, financial services, education and training, and fund raising for the private and voluntary sectors.

### **RICHARD LINNING**

Senior Consultant, Partner, PRP Public Relations Partners, DipCAM, PR MCIPR IPRA President, CERP, the Confédération Européenne des Relations Publiques

He has been active in public relations for over 20 years, initially in his native Australia, then Hong Kong, the United Kingdom and now in the European Union and Eastern Europe. Since the mid 1980's he has monitored EU institutions, advising and assisting clients to reconcile business and public policy concerns.

His contribution involves tracking legislation, designing and implementing public affairs strategies, and issue advocacy.

A political journalist in Australia, he was a public affairs counsellor for the Hong Kong Government in Hong Kong and London for 10 years, before becoming a consultant. He also has corporate affairs, crisis management and international media experience.

President of CERP, he is a member of the CIPR, UK Institute of Public Relations, a Council Member of IPRA, he is joint chairman of its Central and East European Task Force and an associate of the United Nation's ORBICOM Network of University Chairs in Communication.





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued



### PAMELA MOUNTER

Pamela Mounter has more than 20 years' front line experience as a Government and Public Affairs specialist in the oil and agribusiness industries in Europe, Africa and the Caucasus. She has handled the special challenges of media and government relations in Europe and the developing world, the political sensitivities of multiple stakeholders, multiple agendas within major corporations and crisis management for both oil and agribusiness. She won awards for her work in restructuring the internal communication of BP's global refining and marketing business. As a member of the Institute of Public Relations she wrote the chapter on internal communication for the CIPR's 'Public Relations in Practice' textbook in the PR in Practice series.



### WARREN NEWMAN FCIPR

Warren Newman is an interim executive specializing in public relations assignments. In that capacity he recently handled communications for the Association of Train Operators to deal with a crisis period while they were recruiting a permanent director.

Warren's career has encompassed many high profile issue-based jobs. He has headed public relations for the National Farmers' Union; the UK Atomic Energy Authority and a French owned multinational utilities and communications group. He has also been Director General of two trade associations-representing the fruit machine business and the market research agencies.

He is a Fellow of the Institute of Public Relations of the Institute of Public relations and was its President in 1987.

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### MICHAEL PARKER B.SC. M.SC. FCCA

Michael Parker is a Chartered Certified Accountant and Auditor and is Principal - Parkers the Certified Accountants and registered Auditors. As Vice Chairman of Guys & St. Thomas Hospital Trust he is the Chair of the audit committee and participates on a variety of committees ranging from Risk Management and Clinical Governance to Equality and Remuneration.

He was a Lecturer at Queen Mary & Westfield College, University of London and University of East London Business School and is currently involved in numerous projects in the UK, including the Commonwealth Association for Development. He has designed economic strategies for the Southern African Development Corporation (SADC) and was involved in the design of the Maluju project in Kwazulu-Natal, South Africa.

Michael Parker founded the Society of Black Businesses, which has assisted many consortiums to successfully win government contracts. He includes in his hobbies African culture and its potential contribution to economic development.



### BENJAMIN SMART B.SC. M.SC. MBA

Benjamin Smart has a first degree in Chemistry, an MBA and an MSc in Computing. and has professional qualifications in Marketing. Working for the Department for Industries (DTI) in the UK, Benjamin advises clients ranging from small businesses to £200 million conglomerates on change, growth, IT and other issues. In this capacity Benjamin has also advised several African countries including Sierra Leone and Zimbabwe.





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued



### TERRY ROCQUE MBA

Terry Rocque is a multi-lingual expert in construction and housing management, organisational leadership and project management. He has a first degree in Management and Computing from Somerset University and a Masters in Business Administration from Leicester University. As managing director and chief officer of a range of public sector and 'not for profit' organisations and institutions over a fifteen-year period he has consistently delivered continued quality of service coupled with improved productivity and profitability.

He has extensive experience of building and leading cohesive multi-disciplinary and multi-cultural teams to maximise revenue growth, meet and match organisational goals and objectives. A founder member of Ujima - Europe's largest ethnic minority business he is also Vice - Chairman of the Board of the Shian Housing Association.



### PETER L. WALKER, FCIPR

Peter L Walker, is Executive Chairman of PIELLE Consulting Group. As one of the founding partners he joined the firm on a full time basis in 1981 from BOC Group (British Oxygen) where he was head of Group Public Affairs and Secretary to the Public Policy Committee of the Board.

He devised and initiated the establishment of the Industry and Parliament Trust and the Centre for Corporate Responsibility in the UK.

At PIELLE he heads the public affairs and international assignments team and takes responsibility for developing the firm's own professional partnership team - world-wide. He works with and leads teams for a wide range of international and multi-national clients on public affairs, corporate communication, investor relations and corporate positioning strategies and programmes.

A diplomate from the University Paul Valerie - Montpellier, he studied at Harvard and holds professional qualifications in public relations, management accounting, and constitutional law. An experienced public speaker, broadcaster and writer he is in demand by both the print and broadcast media to comment on public relations and communication management issues.

In 1998, he was President of the Institute of Public Relations in its 50th anniversary year. He has been chairman on the Professional Practices Committee of the Institute of Public Relations, Chief Examiner, and Moderator for its externally examined Diploma. In 1999, he delivered the annual Presidents lecture for the National Public Relations Institute of Ghana.

Author of the research studies on:

'Patterns of Ownership and Management of Corporate Governance and Corporate Social Responsibility in leading British Companies' and 'Globalisation and national economic development - Branding a nation'

He is a member of the Editorial Board of - Corporate Governance Magazine.

A Director of CELTRON Group - Nigeria he has been an Executive board member Wales in London - the Institute for Welsh Affairs since 1998





## OUR FACULTY MEMBERS - BIOGRAPHIES Continued

### DR JON WHITE

Jon White is a consultant in management and organisation development, public affairs and public relations management. He works internationally in public and private sector organisations, for clients such as Shell, Lloyd's of London, British Airways and Serono International. A visiting professor in public affairs at City University Business School, London and USI Lugano, Switzerland, he holds a doctorate in psychology from the London School of Economics and Political Science.

### CLYDE WILLIAMS

Clyde Williams is Managing Director, Sho-net Systems Ltd, which was established in 1996. This company provides business planning, computer consultancy and implementation services. Sho-net's primary focus is "to ensure that its clients' investment in technology delivers the expected results". Clyde has an extensive background in management and sales of information technology services.

Clyde has teamed up with e-Strategia, a management consulting firm based in Atlanta, Georgia, USA to facilitate IBM's sales transformation processes in Europe, Middle East and Africa. Clyde has gained his management experience through establishing his own businesses and by serving as a board member of organisations such as London First. Clyde has a BSc (Nottingham) and Master of Business Administration (Aston/New York). Clyde is co-author of Computers can be Managed - A CEO's Guide and The PLATFORM - ICT strategies to manage performance.

**KNOWLEDGE  
COMMUNICATION  
INTELLECTUAL CAPITAL**

Clyde's voluntary work includes Chairman of Birmingham Partner Fund. Clyde's current and past directorships include London First, New Deal London Employers' Coalition, Directory of Social Change, East London University, Learning & Skills Council Business Champions Group, London East TEC, Project Fullemploy, Adult Learning Inspectorate, DTI's Ethnic Minority Business Forum, and Royal London Hospital Trust.

### NICK WINKFIELD

Nick Winkfield was born in England and graduated from Cambridge University in modern languages and philosophy. He began his career with Gillette, in sales and market research and from 1975 has specialised in marketing and communications research, with interests in socio-cultural analysis, cross-cultural communications within organisations and their markets, and the motivational implications of change.

Nick Winkfield is currently Director of stakeholder studies. He has presented papers and written articles for Demos, the Market Research Society, the Institute of Public Relations, Management Centre Europe and various other training and management development organisations in the USA, Europe and the Middle East. He has contributed to several books, most recently on cross-cultural issues and organisational development.

Although a researcher, Nick Winkfield is less interested in empirical data than in using it to provoke new thinking and improve the quality of debate on his various themes.

