



Transcript of CommsChat, December 12

CommsChat on lobbying and public affairs with Francis Ingham

A CommsChat looking at lobbying and public affairs, hosted by Francis Ingham, chairman of the PRCA.

This discussion of lobbying reputation and regulation looked at whether lobbying deserves its current reputation and at the affects of a relatively unsettled government on the industry. The conversation also covered the PRCA's withdrawal from the UK Public Affairs Council and the news of the 'dark arts' apparently practised by Bell Pottinger.

CommsChat would like to thank its sponsors.



[CommsChat](#) last note, u can meet CommsChat team at [@Communicatemag](#) 's half day conf - Google+ for Brands, this Thurs <http://t.co/Wh3Hj67u> [#commschat](#) -9:03 PM Dec 12th, 2011



[PRCAIngham](#) RT [@TBoneGallagher](#): “[@PRCAIngham](#): : [@CommsChat](#) With regret, we concluded UKPAC had failed. We need to recognize that and do something better [#commschat](#)” <agree -9:03 PM Dec 12th, 2011



[jane63c](#) good to chat again - don't think we'll crack this one tonight but keen to be in the loop :) even if I am an old girl! [#commschat](#) -9:03 PM Dec 12th, 2011



[jane63c](#) [@PhilM_CIPR](#) I am not sure how robust Parliamentary enforcement would be - old boys club? [#commschat](#) -9:02 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#) My pleasure chatting. Let's do it again. Thank you for your comments -all taken onboard -9:02 PM Dec 12th, 2011



[robertcgage](#) [@jane63c](#) Always a bit subjective. But some things are clearly unacceptable [#commschat](#) -9:01 PM Dec 12th, 2011



[CommsChat](#) please feel free to all keep going. the conversation will carry on as long as the hashtag keeps being used [#commschat](#) -9:01 PM Dec 12th, 2011



[PhilM_CIPR](#) [@jane63c](#) that's up to Parliament to specify, with good advice from the industry [#commschat](#) -9:00 PM Dec 12th, 2011



[TBoneGallagher](#) “[@PRCAIngham](#): : [@CommsChat](#) With regret, we concluded UKPAC had failed. We need to recognize that and do something better [#commschat](#)” <agree -9:00 PM Dec 12th, 2011



[CommsChat](#) You're all very polite this evening. We've moved to the top of the hour, so I'd like to say a big thanks to Francis [@PRCAIngham](#) [#commschat](#) -9:00 PM Dec 12th, 2011

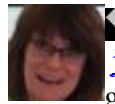


[PRCAIngham](#) Can do this -but NOT via UKPAC RT [@jane63c](#): like the register, no exemptions - hard bit how to monitor & enforce good behaviour [#commschat](#) -9:00

PM Dec 12th, 2011



[PhilM_CIPR](#) [@markadams321](#) important to keep registration as burden free as poss - many [#PRCA](#) and [#CIPR](#) Lobbying members SMEs or sole traders [#commschat](#) -8:59 PM Dec 12th, 2011



[jane63c](#) like the register, no exemptions - the hard bit is how to monitor and enforce good behaviour [#commschat](#) -8:59 PM Dec 12th, 2011



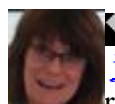
[PRCAIngham](#) [@markadams321](#) Mark -18 months ago yr position was mine too. UKPAC has failed. It's too late. We need statutory register [#commschat](#) -8:58 PM Dec 12th, 2011



[PRCAIngham](#) Agree RT [@PhilM_CIPR](#): [@markadams321](#) statutory register mean all covered. No 'good cause' exemptions. All TUs, NGOs charities etc [#commschat](#) -8:57 PM Dec 12th, 2011



[PhilM_CIPR](#) [@markadams321](#) statutory register would mean all covered. No 'good cause' exemptions. All TUs, NGOs charities etc [#commschat](#) -8:57 PM Dec 12th, 2011



[jane63c](#) maybe all communications industries need to stake stock post the many recent 'scandals' - journalism, PR, lobbying, politics etc [#commschat](#) -8:57 PM Dec 12th, 2011



[PRCAIngham](#) We can agree on latter RT [@PhilM_CIPR](#): [@commschat](#) disagree with PRCA, have their reasons. Rest of industry should unite & move on [#commschat](#) -8:56 PM Dec 12th, 2011



[markadams321](#) [#Commschat](#) I think voluntary regulation better than statutory. Rather have people choosing to be regulated rather than having to be forced -8:55 PM Dec 12th, 2011



[PhilM_CIPR](#) [@commschat](#) we disagree with PRCA move, but they have their reasons. Rest of industry should now unite and move on [#commschat](#) -8:55 PM Dec 12th, 2011



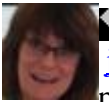
[PhilM_CIPR](#) [@jane63c](#) must be an overload! [#commschat](#) -8:54 PM Dec 12th, 2011



[CommsChat](#) we have both PRCA & CIPR here tonight. what do people think. Was the PRCA right to do what it did. [#commschat](#) -8:54 PM Dec 12th, 2011



[PRCAIngham](#) : [@CommsChat](#) With regret, we concluded UKPAC had failed. We need to recognize that and do something better [#commschat](#) -8:53 PM Dec 12th, 2011



[jane63c](#) Q5 either my laptop has seized up or we have all put this on the too difficult pile! [#commschat](#) -8:53 PM Dec 12th, 2011



[CommsChat](#) Now the PRCA has pulled out of the UKPAC, where to now with regulating & registering public affairs & the lobbying industry? [#commschat](#) -8:52 PM Dec 12th, 2011



[PRCAIngham](#) Go on then! RT [@CommsChat](#): [@PRCAIngham](#) You cant rest your case yet, Francis. lets finally move on the Q everyone want to discuss. [#commschat](#) -8:51 PM Dec 12th, 2011



[CommsChat](#) Q5 - Now the PRCA has pulled out of the UKPAC, where to now with regulating & registering public affairs & the lobbying industry [#commschat](#) -8:51 PM Dec 12th, 2011



[AdamAzor](#) [@PRCAIngham](#) we can define it... how we WANT to define it however the reality is comms are changing and so should the definitions [#commschat](#) -8:50 PM Dec 12th, 2011



[CommsChat](#) [@PRCAIngham](#) You cant rest your case yet, Francis. lets finally move on the Q everyone want to discuss. [#commschat](#) -8:50 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#) -maybe. but let's be clear. THEIR scandal (and many others others) involved NO lobbying firm whatsoever -8:49 PM Dec 12th, 2011



[PRCAIngham](#) accept it's not simple -but we CAN define lobbying RT [@robertcgage](#): [@PRCAIngham](#) I rest my case M'lud. Lots of blurred lines.... [#commschat](#) -8:48 PM Dec 12th, 2011



[CommsChat](#) [@PRCAIngham](#) unemployable now. but presumably not then, & thats how they expectd to end up, & the skill set they thought was right? [#commschat](#) -8:48 PM Dec 12th, 2011



[jane63c](#) commentator, journalists, lobbyists very fuzzy lines - declarations of interest all round? [#commschat](#) -8:48 PM Dec 12th, 2011



[robertcgage](#) [@PRCAIngham](#) I rest my case M'lud. Lots of blurred lines.... [#commschat](#) -8:48 PM Dec 12th, 2011



[PhilM CIPR](#) [@communicatemag](#) call it what you want but dont associate it with the word 'professional' (personal opinion) [#commschat](#) -8:47 PM Dec 12th, 2011



[AdamAzor](#) Exactly >>> RT [@PhilM CIPR](#): [@jane63c](#) professionalism and confidence should lead to fewer cases of poor ethical judgments [#commschat](#) -8:47 PM Dec 12th, 2011



[PRCAIngham](#) 1st 2012 [#PRCA](#) campaign is ethics RT [@jane63c](#): re-focussing our

PR programme to take account of ethics/critical judgement [#commschat](#) -8:47 PM Dec 12th, 2011



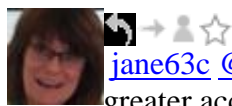
[PRCAIngham](#) [#commschat](#) Well if we're on to Guido... the lines between commentator and lobbyist are terribly blurred. -8:46 PM Dec 12th, 2011



[PhilM_CIPR](#) Agree! If the cap fits.RT [@prcaingham](#): [#commschat](#) to be clear -if you lobby in whatever professional capacity, you should declare it -8:46 PM Dec 12th, 2011



[ZoeShort](#) RT [@PRCAIngham](#): [#commschat](#) to be clear -if you lobby in whatever professional capacity, you should declare it -8:46 PM Dec 12th, 2011



[jane63c](#) [@PhilM_CIPR](#) I agree we are re-focussing our PR programme to take greater account of ethics and critical judgement [#commschat](#) -8:45 PM Dec 12th, 2011



[Communicatmag](#) [@PRCAIngham](#) Or blogger? is just about whether it's your prof/you make money from it? As we know, politics is about other agendas [#commschat](#) -8:45 PM Dec 12th, 2011



[jane63c](#) Q4 arrogance of not being caught before, brings rest of us into disrepute by association [#commschat](#) -8:44 PM Dec 12th, 2011



[robertcgage](#) [@mikerobb](#) Adviser, friend, best man, business associate, think tank boss...everything but a lobbyist it would seem. [#commschat](#) -8:44 PM Dec 12th, 2011



[PhilM_CIPR](#) [@jane63c](#) professionalism and confidence should lead to fewer cases of poor ethical judgments [#commschat](#) -8:44 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#) Q4. Byers, Hoon, Hewitt just has-beens looking to make a few bucks end of career. Unemployable virtually -8:44 PM Dec 12th, 2011



[Communicatemag](#) [@CommsChat](#) there should be a 4th option - misunderstood, misquoted and maybe a little misguided, comms professionals [#commschat](#) -8:43 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#)agency, in-house, CBI, TUC, charity, lawyer etc etc - 8:43 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#) to be clear -if you lobby in whatever professional capacity, you should declare it -8:42 PM Dec 12th, 2011



[CommsChat](#) & as we mention Dr Fox, we move to Q4. Byers, Hoon, Bell Pottinger - pilloried by the press. Criminals, spivs or clumsy salesmen? [#commschat](#) -8:42 PM Dec 12th, 2011



[ZoeShort](#) [@markadams321](#) Yes I agree with you...it can't be one rule for one and one rule for another! Needs to be the same for all [#CommsChat](#) -8:42 PM Dec 12th, 2011



[PRCAIngham](#) Fair enough! PCC prime example self-reg gone bad RT [@robertcgage](#): [@PRCAIngham](#) Wasn't talking about you. PCC in journalism example [#commschat](#) - 8:41 PM Dec 12th, 2011



[mikerobb](#) [@robertcgage](#) Werritty wasn't a lobbyist - he was a friend of Fox abusing trust - can't confuse the two [#commschat](#) -8:41 PM Dec 12th, 2011



[PRCAIngham](#) Werrity wasn't lobbyist -bizarre friend of MP RT [@robertcgage](#):
[@mikerobb](#) [@CiceroGlobal](#) True. lines often blurred. Dr Fox... [#commschat](#) -8:41 PM Dec 12th, 2011



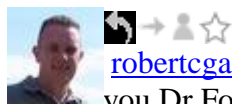
[jane63c](#) we need to be careful not to mix bad ethics with PR professionalism and the lobbying debates [#commschat](#) -8:41 PM Dec 12th, 2011



[robertcgage](#) [@PRCAIngham](#) Wasn't talking about you. PCC in journalism an example [#commschat](#) -8:41 PM Dec 12th, 2011



[PhilM_CIPR](#) [@commschat](#) [@CommsChat](#) Yes. Public policy formation should be open and transparent. [#commschat](#) -8:40 PM Dec 12th, 2011



[robertcgage](#) [@mikerobb](#) [@CiceroGlobal](#) True. But the lines are often blurred. I give you Dr Fox... [#commschat](#) -8:40 PM Dec 12th, 2011



[mikerobb](#) Completely agree RT [@markadams321](#): [#Commschat](#) All who lobby on professional basis, wherever they work, should be subject to same firm rules -8:40 PM Dec 12th, 2011



[PRCAIngham](#) [@robertcgage](#) I just don't agree it does -we take regulation v seriously. [#commschat](#) -8:40 PM Dec 12th, 2011



[markadams321](#) [#Commschat](#) All who lobby on professional basis, wherever they work, should be subject to same firm rules -8:39 PM Dec 12th, 2011



[Communicatmag](#) [@PRCAIngham](#) but although politicians may ignore responsibilities their registers seem to have more teeth [#commschat](#) -8:39 PM Dec 12th, 2011



[robertcgage](#) [@PRCAIngham](#) [@jane63c](#) [@markadams321](#) Lose credibility when fluffy regulation fails to result in decisive action again transgressors [#commschat](#) - 8:39 PM Dec 12th, 2011



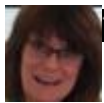
[mikerobb](#) Mike Robb from [@CiceroGlobal](#) - [@robertcgage](#) surely difference is 'professional' part - those cp'ning for better bus likely aren't [#commschat](#) -8:39 PM Dec 12th, 2011



[ZoeShort](#) [@jane63c](#) [@PRCAIngham](#) agree Jane...journos need to be included [#CommsChat](#) -8:39 PM Dec 12th, 2011



[CommsChat](#) We're over half way there, so Id like to say a big thanks to our sponsors [@kwdigital](#) [@mynewsdesk](#) [@CisionUK](#) & [@wolfstarpr](#) [#commschat](#) -8:38 PM Dec 12th, 2011



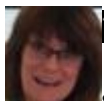
[jane63c](#) apologies for my dyslexic fingers! [#commschat](#) -8:37 PM Dec 12th, 2011



[KeithTrivitt](#) RT [@prsa](#): Today's PRSAY post focuses on [#PRethics](#) issues raised in Bell Pottinger lobbying scandal <http://t.co/YwTZxQCA> [#commschat](#) -8:35 PM Dec 12th, 2011



[PRCAIngham](#) Both [#PRCA](#) & [#CIPR](#) Codes do RT [@jane63c](#): [@markadams321](#) agree about regulation -only if it has real teeth to act if rules broken [#commschat](#) - 8:35 PM Dec 12th, 2011



[jane63c](#) [@PRCAIngham](#) do we include journalists under comapanies? I think we should as they engage in lobbying via their publications! [#commschat](#) -8:35 PM Dec 12th, 2011



[robertcgage](#) Everyone lobbies. Some do it for money, others do it to get better

hospitals, bus services etc. [#commschat](#) -8:35 PM Dec 12th, 2011



[jane63c](#) [@markadams321](#) agree about regulation, but only if it has real teeth to act if rules are broken [#commschat](#) -8:34 PM Dec 12th, 2011



[PRCAIngham](#) Politicos ignore their responsibilities RT [@CommsChat](#): Q3 Should spotlight shine equally on lobbyists, companies & politicians? [#commschat](#) -8:34 PM Dec 12th, 2011



[markadams321](#) [@jane63c](#) lobbying should be effectively regulated [#commschat](#) -8:33 PM Dec 12th, 2011



[PhilM_CIPR](#) [@ravimotha](#) lobbyists should make an individual commitment to professional development - and employers should support [#commschat](#) -8:32 PM Dec 12th, 2011



[CommsChat](#) That neatly takes us to Q3 Should the spotlight shine equally on lobbyists, companies and politicians? [#commschat](#) -8:32 PM Dec 12th, 2011



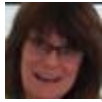
[jane63c](#) It's one of the oldest tools of influence but society now demands more transparency and won't accept it being limited to elites [#commschat](#) -8:32 PM Dec 12th, 2011



[PRCAIngham](#) Not in my experience -but I defer to you as ex civil servant RT [@markadams321](#): under stronger govts, lobbyists focus Whitehall [#Commschat](#) -8:31 PM Dec 12th, 2011



[markadams321](#) [@PRCAIngham](#) but under stronger govts, lobbyists focus more on Whitehall [#Commschat](#) -8:30 PM Dec 12th, 2011



[jane63c](#) RT [@markadams321](#): [#Commschat](#) Lobbyists focus on Parliament more in coalition or small majorities// more opps to influence? [#commschat](#) -8:29 PM Dec 12th, 2011



[ZoeShort](#) RT [@jane63c](#): RT [@ravimotha](#): [@CommsChat](#) should paid lobbying be differentiated from unpaid lobbying? //great point for Big Society [#commschat](#) -8:28 PM Dec 12th, 2011



[PRCAIngham](#) So-so. Prospered under Maggie and TB too RT [@markadams321](#): [#Commschat](#) Lobbyists focus on Parliament more in coalition or small majorities - 8:28 PM Dec 12th, 2011



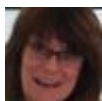
[markadams321](#) [#Commschat](#) Lobbyists focus on Parliament more in coalition or small majorities -8:27 PM Dec 12th, 2011



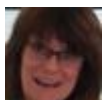
[PRCAIngham](#) Quite -PRCA register & Code been around for15yrsRT [@jane63c](#): register good idea also need teeth to regulate - carrots and sticks [#commschat](#) -8:27 PM Dec 12th, 2011



[GaeMar01](#) A spinner spinning [#BellPottinger](#) [#Lobbying](#) RT [@markadams321](#): [#Commschat](#) Lobbying profession is almost all (cont) <http://t.co/bKIY08IJ> -8:27 PM Dec 12th, 2011



[jane63c](#) RT [@ravimotha](#): [@CommsChat](#) should paid lobbying be differentiated from unpaid lobbying? //great point for Big Society [#commschat](#) -8:27 PM Dec 12th, 2011



[jane63c](#) register is good idea but also need teeth to regulate - carrots and sticks [#commschat](#) - 8:26 PM Dec 12th, 2011



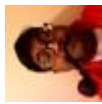
[ravimotha](#) [@CommsChat](#) should paid lobbying be differentiated from unpaid lobbying? [#commschat](#) -8:26 PM Dec 12th, 2011



[jane63c](#) long time now speak! still at Lincoln Uni but absent from these chats for ages, sorry [#commschat](#) -8:25 PM Dec 12th, 2011



[PRCAIngham](#) [@ravimotha](#) [#commschat](#) we certainly compel all of our members - agency, in house, individuals, freelancers to sign [#PRCA](#) register -8:25 PM Dec 12th, 2011



[ravimotha](#) [@PRCAIngham](#) if all lobbyists are registered and sign up to practice standards we get more honest lobbying [#commschat](#) -8:24 PM Dec 12th, 2011



[AdamAzor](#) An unsettled government knows it can score publicity points by creating the perception of standing up against 'manipulative' PR [#commschat](#) -8:23 PM Dec 12th, 2011



[CommsChat](#) But is lobbying more visible becse new relations needed to be made. ie lobbying coming out of closet made it exposed/vulnerable [#commschat](#) -8:23 PM Dec 12th, 2011



[ZoeShort](#) Evening everyone!!! Sorry i'm a bit late...I will try and catch up. What have I missed? [#CommsChat](#) -8:23 PM Dec 12th, 2011



[ZoeShort](#) Evening everyone!!! Sorry i'm a bit late...I will try and catch up. What have I missed? [#CommsChat](#) -8:22 PM Dec 12th, 2011



[PhilM_CIPR](#) true [@prcaingham](#) register should be open to all and independent - and

everyone involved in lobbying should take ownership [#CommsChat](#) -8:22 PM Dec 12th, 2011



[PRCAIngham](#) they prosper when professional advice needed RT: Q2 Have public affairs strategy & practice affected by unsettled government? [#commschat](#) -8:21 PM Dec 12th, 2011



[AJMRoss @markadams321](#) Agreed, as someone new to lobbying - my perceptions of profession is totally different to 99.9% of practice [#CommsChat](#) -8:21 PM Dec 12th, 2011



[CommsChat](#) and I know we have a few Americans here tonight, so this topic can work for both sides of the Atlantic [#commschat](#) -8:21 PM Dec 12th, 2011



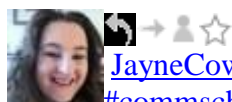
[markadams321 @PhilM_CIPR](#) Agree and would add [#standup4lobbying](#) [#Commschat](#) -8:20 PM Dec 12th, 2011



[KeithTrivitt](#) Spot-on RT [@philm_cipr](#): [@commschat](#) lobbyists must stand up for ethics and professionalism [#cipr](#) [#prca](#) do [#CommsChat](#) -8:20 PM Dec 12th, 2011



[PRCAIngham](#) Indeed -all. in house, agency etcRT [@PhilM_CIPR](#): [@commschat](#) lobbyists must stand up for ethics and professionalism [#cipr](#) [#prca](#) do [#CommsChat](#) -8:20 PM Dec 12th, 2011



[JayneCowan](#) "[@robertcgage](#): Hi. Robert Gage, Media Manager for Airbus UK. [#commschat](#)" Congratulations. Do you also have a professional twitter feed? -8:20 PM Dec 12th, 2011



[ravimotha @AdamAzor](#) people see its a dark art because of concepts especially in

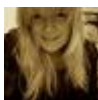
American politics on the use of money as a lobbying tool [#commschat](#) -8:19 PM Dec 12th, 2011



[CommsChat](#) Q2 Have public affairs strategy and practice been affected by a relatively unsettled government? [#commschat](#) -8:19 PM Dec 12th, 2011



[CommsChat](#) which moves us on to second question (& we'll come back to the register issue later, Francis) [#commschat](#) -8:19 PM Dec 12th, 2011



[emmajaneedwards](#) RT [@markadams321](#): [#Commschat](#) Lobbying profession is almost all professional and ethical but we are collectively failing to explain that [#standup4lobbying](#) -8:19 PM Dec 12th, 2011



[emmajaneedwards](#) RT [@PhilM_CIPR](#): agree with [@prcaingham](#) vast majority lobbyists ethical and professional. Own experience as a lobbyist was totally positive [#CommsChat](#) -8:19 PM Dec 12th, 2011



[PhilM_CIPR](#) [@commschat](#) lobbyists must stand up for ethics and professionalism [#cipr](#) [#prca](#) do [#CommsChat](#) -8:18 PM Dec 12th, 2011



[robertcgage](#) [@Communicatmag](#) Isn't it always the way? Infamy, infamy.... [#commschat](#) -8:18 PM Dec 12th, 2011



[markadams321](#) [#Commschat](#) Lobbying profession is almost all professional and ethical but we are collectively failing to explain that [#standup4lobbying](#) -8:18 PM Dec 12th, 2011



[AdamAzor](#) [@markadams321](#) I see the label as a massive complement & any change in perception or behavior is a powerful art... dark or light [#commschat](#) -8:18 PM Dec

12th, 2011



[CommsChat](#) consensus is bad reputation down to perception. Has that come from the media or from government, shifting out of the spotlight? [#commschat](#) -8:17 PM Dec 12th, 2011



[PRCAIngham](#) [@PhilM_CIPR](#) [#commschat](#) why do business lobby groups, trades unions etc etc feel lobby transparency isn't for them? -8:17 PM Dec 12th, 2011



[PRCAIngham](#) [@PhilM_CIPR](#) [#commschat](#) Phil and I in agreement. question -I was at CBI. On no register. Doubt Phil's ex employer (corporately) was either -8:17 PM Dec 12th, 2011



[PhilM_CIPR](#) agree with [@prcaingham](#) vast majority lobbyists ethical and professional. Own experience as a lobbyist was totally positive [#CommsChat](#) -8:15 PM Dec 12th, 2011



[markadams321](#) [@AdamAzor](#) good lobbying is never a dark art [#commschat](#) [#standup4lobbying](#) -8:15 PM Dec 12th, 2011



[CommsChat](#) [@markadams321](#) [@PRCAIngham](#) so is perception the fault of our guest's organisation? how can lobbyists promote & change perception [#commschat](#) -8:14 PM Dec 12th, 2011



[AdamAzor](#) Guess lobbying is the easiest target to be made out as a "dark art", ironically by the media to support a rival lobbying purpose [#commschat](#) -8:13 PM Dec 12th, 2011



[KeithTrivitt](#) Following [#commschat](#), hosted today by [@PRCAIngham](#), for an

interesting discussion on lobbying & public affairs reforms -8:12 PM Dec 12th, 2011



[PRCAIngham](#) [@Communicatemag](#) [#commschat](#) same however isn't true for MPs - still less trusted than those who lobby them/report on them -8:12 PM Dec 12th, 2011



[ravimotha](#) Hello I am Ravi I am a freelance developer working in the marketing and digital space [#commschat](#) -8:12 PM Dec 12th, 2011



[markadams321](#) [@PRCAIngham](#) I agree except profession much to blame for poor reputation as it does too little to promote [#Commschat](#) [#standup4lobbying](#) -8:12 PM Dec 12th, 2011



[Communicatemag](#) Its like the old joke that lawyers loved the financial crisis because finally they werent the most hated person at dinner parties [#commschat](#) -8:10 PM Dec 12th, 2011



[Communicatemag](#) maybe it's because the spotlight has been on journalists that theyre really happy to have another scapegoat. [#commschat](#) -8:10 PM Dec 12th, 2011



[PRCAIngham](#) [@markadams321](#) disagree -vast majority lobbyists ethical and professional. Our industry's problems as much perception as reality [#commschat](#) -8:10 PM Dec 12th, 2011



[AdamAzor](#) Lobbying, PR, Marketing... even Advertising seems to have negative connotations across the board when made public in the media [#commschat](#) -8:10 PM Dec 12th, 2011



[Communicatemag](#) but those few have certainly hit the headlines [#commschat](#) -8:09 PM Dec 12th, 2011



[markadams321](#) [#Commschat](#) I write the [standup4lobbying](#) blog so you know where I come from. Current reputation deserved as so few [#standup4lobbying](#) -8:08 PM Dec 12th, 2011



[robertcgage](#) Lobbying, like journalism has been tarnished by a few who overstep the mark. [#commschat](#) -8:07 PM Dec 12th, 2011



[AdamAzor](#) Hi, I'm Adam, Senior Account Director at BD Network, Integrated Agency in London and also majored in Public Relations [#commschat](#) -8:06 PM Dec 12th, 2011



[robertcgage](#) Hi. Robert Gage, Media Manager for Airbus UK. [#commschat](#) -8:06 PM Dec 12th, 2011



[PRCAIngham](#) [#CommsChat](#) absolutely not -its fundamentals are the same. the codes that ethical practitioners abide by are the same. -8:05 PM Dec 12th, 2011



[CommsChat](#) So first Q - lobbying - does it deserve to its current reputation as pariah of the comms skills [#commschat](#) -8:03 PM Dec 12th, 2011



[DanHowe](#) Tonight's [#Commschat](#) is beyond my knowledge and experience. Will hopefully learn something. -8:03 PM Dec 12th, 2011



[PRCAIngham](#) [#commschat](#) Delighted to be tonight's guest. I'm the DG of the PRCA - 8:03 PM Dec 12th, 2011



[CommsChat](#) Feel free to chip in with salient points, witty asides or general banter. It's polite, however, to say who u are, now or 1st post [#commschat](#) -8:03 PM Dec 12th,

2011



[markadams321](#) [#Commschat](#) A1 now A2 not really A3 politicians are public servants, lobbyists are not [#standup4lobbying](#) -8:01 PM Dec 12th, 2011



[CommsChat](#) Our guest tonight, is Francis Ingham, DG of the PRCA, and the discussion is based on lobbying. [#commschat](#) -8:01 PM Dec 12th, 2011



[CommsChat](#) My name is Andrew Thomas, publisher of Communicate magazine. Welcome to tonight's CommsChat. [#commschat](#) -8:01 PM Dec 12th, 2011



[CommsChat](#) Q5 And finally, now the PRCA has pulled out of the UKPAC, where to now with regulating public affairs? [#commschat](#) -8:00 PM Dec 12th, 2011



[CommsChat](#) Q4 Stephen Byers, Geoff Hoon, Bell Pottinger. Pilloried by the press. Criminals, spivs or clumsy salesmen? [#commschat](#) -7:59 PM Dec 12th, 2011



[CommsChat](#) Q3 Cameron warned lobbying would be the next big scandal. Should the spotlight shine equally on lobbyists, companies & politicians? [#commschat](#) -7:59 PM Dec 12th, 2011



[CommsChat](#) Q2 Have public affairs strategy and practice been affected by a relatively unsettled government? [#commschat](#) -7:58 PM Dec 12th, 2011



[CommsChat](#) Q1 Of all the areas of communication, lobbying has the fiercest critics. Does it deserve its current reputation? [#commschat](#) -7:58 PM Dec 12th, 2011



[CommsChat](#) commschat starts in three minutes. Whilst you're waiting, here are the areas that we'll cover tonight [#commschat](#) -7:58 PM Dec 12th, 2011



[CommsChat](#) Definitely! RT [@markadams321](#): Better than watching University Challenge? [#commschat](#) [#standup4lobbying](#) -7:57 PM Dec 12th, 2011



[markadams321](#) Better than watching University Challenge? [#commschat](#) [#standup4lobbying](#) -7:54 PM Dec 12th, 2011



[markadams321](#) [#commschat](#) what a great way to spend a Monday evening [#standup4lobbying](#) -7:52 PM Dec 12th, 2011



[CommsChat](#) Topics for [#commschat](#) are at <http://t.co/2QgaYUmm>. We're starting at 8pm w [@PRCAIngham](#), discussing lobbying and public affairs -7:52 PM Dec 12th, 2011



[SeeTrotman](#) RT [@commschat](#): 15 minutes to [#commschat](#)! [@PRCAIngham](#) is joining us to discuss lobbying and public affairs, use the [#commschat](#) tag to join... -7:50 PM Dec 12th, 2011



[CommsChat](#) 15 minutes to [#commschat](#)! [@PRCAIngham](#) is joining us to discuss lobbying and public affairs, use the [#commschat](#) tag to join in. -7:48 PM Dec 12th, 2011



[PRCAIngham](#) Looking forward to [#commschat](#) on lobbying about to begin -7:47 PM Dec 12th, 2011



[CommsChat](#) [#CommsChat](#) with [@PRCAIngham](#) on lobbying and public affairs in 15

minutes <http://t.co/kkVcDgXE> -7:45 PM Dec 12th, 2011



[juditarenas](#) "[@CommsChat](#): [#commschat](#) Of all comms areas, lobbying has the fiercest critics. Does it deserve its current reputation?" What say ye tweeps? -7:31 PM Dec 12th, 2011



[CommsChat](#) Topic [#5](#) for [#commschat](#): Now the PRCA has pulled out of the UKPAC, where to now with regulating public affairs? -7:14 PM Dec 12th, 2011



[CommsChat](#) [#commschat](#) from 8pm: Stephen Byers, Geoff Hoon, Bell Pottinger. Pilloried by the press. Criminals, spivs or clumsy salespeople? -7:06 PM Dec 12th, 2011



[CommsChat](#) Cameron warned that lobbying wld B the nxt big scandal. Shd the spotlight shine equally on lobbyists, companies & politicians? [#commschat](#) -7:03 PM Dec 12th, 2011



[CommsChat](#) [#commschat](#) topic no. 2: Have public affairs strategy and practice been affected by a relatively unsettled government? -6:54 PM Dec 12th, 2011



[CommsChat](#) [#commschat](#) Of all comms areas, lobbying has the fiercest critics. Does it deserve its current reputation? -6:49 PM Dec 12th, 2011



[mollyhpierce](#) [#commschat](#) Of all comms areas, lobbying has the fiercest critics. Does it deserve its current reputation? -6:49 PM Dec 12th, 2011



[CommsChat](#) Topics up for debate in [#commschat](#) tonight from 8pm w/[@PRCAIngham](#) coming up... -6:48 PM Dec 12th, 2011



[mollyhpierce](#) Topics up for debate in [#commschat](#) tonight from 8pm w/[@PRCAIngham](#) coming up... -6:48 PM Dec 12th, 2011



[PRProm](#) RT [@FelicityStewart](#): Topics for tonight's [#CommsChat](#) on lobbying and public affairs now online with [@PRCAIngham](#) from [@PRCA_UK](#) <http://t.co/k7QxXHT8> -4:54 PM Dec 12th, 2011



[jangles](#) RT [@FelicityStewart](#): Topics for tonight's [#CommsChat](#) on lobbying and public affairs now online with [@PRCAIngham](#) from [@PRCA_UK](#) <http://t.co/k7QxXHT8> -4:48 PM Dec 12th, 2011



[FelicityStewart](#) Topics for tonight's [#CommsChat](#) on lobbying and public affairs now online with [@PRCAIngham](#) from [@PRCA_UK](#) <http://t.co/k7QxXHT8> -4:43 PM Dec 12th, 2011



[mollyhpierce](#) Topics for [#CommsChat](#) on lobbying and public affairs with [@prcaingham](#) <http://t.co/nrres9ms> via [@AddThis](#) -4:10 PM Dec 12th, 2011



[PRCA_UK](#) RT [@Communicatmag](#): Topics for tonight's [#CommsChat](#) up shortly -public affairs & lobbying [@PRCAIngham](#) ([@PRCA_UK](#)) guests <http://t.co/kmDzhFYF> -3:56 PM Dec 12th, 2011



[StevenWoodgate](#) RT [@CommsChat](#): Topics for tonight's [#CommsChat](#) going up shortly. On public affairs & lobbying [@PRCAIngham](#) from [@PRCA_UK](#) guests <http://t.co/2QgaYUmm> -3:27 PM Dec 12th, 2011



[Communicatmag](#) Topics for tonight's [#CommsChat](#) going up shortly. On public affairs & lobbying [@PRCAIngham](#) from [@PRCA_UK](#) guests <http://t.co/0uSapFSF> -3:27 PM Dec 12th, 2011



[CommsChat](#) Topics for tonight's [#CommsChat](#) going up shortly. On public affairs & lobbying [@PRCAIngham](#) from [@PRCA_UK](#) guests <http://t.co/2QgaYUmm> -3:27 PM Dec 12th, 2011



[CommsChat](#) RT [@ZoeShort](#) : Monday! We all know what that means?!? ... [#CommsChat](#) tonight 8pm GMT -3:18 PM Dec 12th, 2011
