



## **VIEWS OF THOSE STUDYING CIPR DIPLOMA**

**Paul Summerhill , Publicity and Media Relations Manager - Surrey Fire and Rescue Service** “Undertaking the CIPR Diploma course with CMC has given me the opportunity to study and discuss PR theory and then apply it almost straight away at work. The discussions around the various topics in the 'classroom sessions' provide a useful insight into PR activities in other organisations - both public sector and private industry. All of which has been a great benefit to me - and I hope to Surrey Fire and Rescue Service.”

**Tom Bowden-Smith, Account Manager, Corixa Communications Limited** “The Diploma course has helped me to view PR in a far more strategic way, developing a wide variety of important management skills. I feel far more confident in my role, knowing that there is a large body of knowledge behind the profession, and having learned the principles behind the methods. The background notes have been thorough and clear, and though the onus has been on me to complete the reading and the assignments, the accompanying seminars have been a fantastic forum for discussing the points covered in more detail. I really feel that I've benefited both from being able to learn from an experienced tutor, and having the opportunity to share knowledge with my peers.”

**Emma Darling, Public Relations Officer, Cardiff University** “Studying for the CIPR Diploma has been a rewarding challenge. Be sure you can commit the time to the studying but expect in return to gain new insights into your profession, to meet public relations professionals from a range of organisations and to complete essays, a campaign and personal project and still keep your day job!”

**Daniel Rickards , Public Relations Unit , LB Barking & Dagenham** “I have completed the Advanced Certificate and I am currently studying for my Diploma. The CIPR courses have given me the confidence and ability to plan and prepare PR campaigns, as well as raising my reputation as a professional within my organisation.”

**Wendy Lockwood, Head of Communications, Surrey Heath and Woking PCT/Guilford and Waverley PCT** “Undertaking any course at the same time as carrying out the day job is a tremendous challenge, however the written and on-line support for the CIPR Diploma course provided by the Tutor is excellent and makes all the difference.”

**David Wraith, HR Communications Manager, University of Warwick** “I've found the Diploma course absolutely invaluable in taking forward my professional development to a new level. Learning the theory, and its practical application, is a great way to improve your credibility within your organisation, and helps to take your thinking in new directions. It's hard work, but manageable, and the subject matter is so interesting you don't resent the time you're investing in it.”

**Nicola Whitehead, Vodafone UK** “The CIPR Diploma course helps piece the complicated jigsaw of public relations together, giving insight and explanation of key theory as well as practical examples and tools that are useful in the work place. I would highly recommend it for anybody seriously considering a career in PR.”

---

*For more information contact: Heather Yaxley: [hyaxley@supanet.com](mailto:hyaxley@supanet.com)*