

Justin Shaw

Managing Director at Communications Management

St Albans, Herts, GB

Managing Director of Communications Management and expert in reputation management in the education sector.

Description

Before his career in PR Justin was a journalist, working on newspapers in Cheshire, Hertfordshire and Cambridgeshire – eventually specialising in education reporting. In 1988 he was voted Journalist of the Year by Westminster Press. He then moved into PR doing press and PR for the University of Hertfordshire before joining Communications Management in September 1994 to build the agency's specialism in education.

Over the years he has worked with many education institutions on a wide range of different projects, most recently acting as strategic advisor to the University of Cambridge on a multi million pound planning project and leading a high level reputation and stakeholder audit for the University of Portsmouth.

Justin is a member of the executive committee of the Education and Skills Sectoral Group of the Chartered Institute of Public Relations (CIPR) and created the Education Journalist of the Year Awards in 2004. Justin graduated from Leeds University and has a degree in Public Media and English.

Availability

Keynote, Panelist, Workshop

Industry Expertise

Education/Learning, Market Research, Public Relations and Communications

Topics

Public Relations, Communications, Reputation Management, Education Communications, Education Journalism

Affiliations

CIPR

Past Talks

Speaker/Panel Member

What Journalists Want Conference

Speaker

Association of Business Schools Programme for Senior Administrators

Co-presenter of Workshop

Effective Marketing in Higher Education Annual Conference

Speaker

The Marketing and Communication Challenges of Engaging with Business

Presenter of seminar

British Educational Suppliers Association - Half day seminar on how the media reports on education issues

Presenter of a workshop

CIPR conference on working like a consultant - 2007

Speaker

CASE (Council for Advancement and Support of Education) Annual Conference - 2007

Education**Leeds University**

BA Public Media and English

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