If you supported the Institute for Public Relations (IPR) in 2013—by participating in our research, by tapping into the free knowledge provided on our website and in our weekly digital research letters, by registering for our events, or by providing financial backing—this review is dedicated to you.

Best-in-Class Practices in Employee Communications:
Through the Lens of 10 Global Leaders

The qualitative study by the IPR Commission on Organizational Communication, conducted by KRC Research, examines global communications practices of 10 leading corporations.

Four Major Companies Adopt Public Relations Research Standards

General Electric, General Motors, McDonald’s USA, and Southwest Airlines adopted interim standards proposed by the IPR Measurement Commission and five other organizations in the Coalition for Public Relations Research Standards.

Social Media Research Articles

Drs. Don Wright, Marcia DiStaso and Tina McCorkindale selected a list of best social media studies for practitioners for the first half of 2013.
Institute for Public Relations 2013 Highlights

52nd Annual Distinguished Lecture & Awards Dinner “The Business of Changing the World”
“We all have a role to play in these development conversations,” said Kate James, Chief Communications Officer, Bill & Melinda Gates Foundation. “Even if it feels like your business couldn't be further away from the world of development.”

Sixth Annual Grunig Lecture “Ethics as Culture”
“Corruption is not a sustainable model. It leads to distrust, anger and unrest,” said President & CEO Dave Senay of FleishmanHillard at the IPR, Council of Public Relations Firms and University of Maryland co-sponsored event.

Trustees Research Symposium
Exploring the latest industry findings, topics presented include: The Sociology of Disaster and Social Media, Situational Crisis Communication Theory, Best-in-Class Global Employee Communications, and How the Public Identifies Truth and Fact Online.

Measurement Summit 3.1
Presented by the IPR Measurement Commission, leaders in the field came together to develop and promote standards and best practices for research and measurement. Featured speakers:
- Bob Garfield, co-author of Can’t Buy Me Like: How Authentic Customer Connections Drive Superior Results
- Mark Stouse, VP Global Connect at BMC Software

International Professional Colloquia
“Reputation in a Social Environment: The Give and Take is Here to Stay”
“When the Moving Parts Reach Escape Velocity: The Changing Role of Corporate Communications Leaders”
Held in London and Melbourne, these invitation-only research events gather the highest level communications and corporate affairs professionals.