

## Brief biography of Charles Skinner, MPRCA, FCIPR

After seven years in commercial journalism Charles joined the London Press, Radio and Television Service, a Foreign & Commonwealth Office-sponsored agency that communicated UK news throughout the world. He accompanied the then Prime Minister and senior Cabinet ministers on many overseas Commonwealth, NATO, EU and Finance conferences and saw his news copy reported in 80 countries. Other jobs for the service included Head of UK and Overseas Radio Services and Director of Films & TV Division.

He was appointed Director of Publicity & Corporate Services at the Home office where he led many highly successful national behavioural change campaigns including crime prevention, electoral participation and fire safety. He then became Director of the Government Information & Communications Service Development Centre at the Cabinet Office where he oversaw the recruitment and development of communications staff across the Civil Service.

Other government communications jobs included directorships at the Department for Environment, Transport & Rural Affairs and the Department for Transport, Localities and Regions. He created the national ten-year THINK! Road safety campaign and also led communications at two major London local authorities.

He now offers reputation management consultancy covering crisis management, strategic communication and communications audit and is a frequent conference speaker.

Please also see his entry in *Who's Who*.