

## **INTRODUCING GPC IN SCOTLAND**

GPC International is the leading public affairs and strategic communications company in Scotland, and further afield in Europe and North America. Since 2001 it has been a Fleishman-Hillard company and thus part of the world's number one communications firm worldwide, with a global network of 34 US and 41 international offices.

The GPC company in Scotland is a Scottish company, set up in 1996: whilst Scotland has always had a distinctive political and business environment, we recognised that political events then were moving in the direction of devolution.

Based in Edinburgh, we are able to offer a full political, public affairs and strategic communications consultancy service to companies and organisations based in Scotland or with interests in Scotland.

GPC has made its reputation by providing a research based political consultancy service which offers a creative and strategic approach to public affairs management.

We can, in co-operation with our offices in London and Brussels, provide early warning of political developments in relevant areas in Scotland, at Westminster, and in Europe, and the impact these developments will have on the interests of our clients.

Within Scotland, we are unrivalled in the depth and breadth of our knowledge on the detail of devolution and how the Scottish Parliament operates in practice. We have a particular interest in the interaction of the devolved institutions with UK Government and the European Union and the consequent opportunities for Scottish leverage.

We look forward to working with you.

**May 2003**

## Our Services

As the company in Scotland has grown, we have added a range of strategic communications service to our portfolio. GPC's services are tailored to the requirements of each client and include:

- Scottish parliamentary monitoring
- issue management
- strategic advice
- contact programmes
- crisis management – political and media
- advocacy support
- political and policy audits
- corporate reputation management
- media training and message development.

GPC has knowledge and contacts across the political parties in Scotland, and credibility with the local policy community and think tanks. The company enjoys a productive working relationship with many significant figures in the Scottish business and policy arenas.

## Scotland Account Team

The quality of our consultants sets us apart from the crowd. Their combined political, business and government experience forms a critical mass of policy expertise and understanding that is at our clients' disposal. GPC's consultants have the expertise to move beyond information provision and analysis, and provide high-value strategic advice, working as part of the client's own team. In the short-term, we can help anticipate and manage the impact of political, governmental and regulatory developments. In the longer term, we can help organisations shape the policy agenda.

### **Devin Scobie, Director, Scotland**



Devin joined GPC in July 1999 from one of the UK's largest public relations consultancies. He has worked in the communications business for fifteen years, beginning his working life as a travel writer before moving on to become an in-house marketing and PR manager for a Scottish tour operator. At GPC he leads a variety of public and private sector accounts with a particular focus in the health, transport and telecommunications sectors.

Politically active since 1979, Devin has served two terms on the Scottish Liberal Democrats Executive and has been involved either as a candidate or agent in every local government election since 1988. He was a Councillor on the City of Edinburgh Council until 1996, serving on most of the principal committees, and contested Edinburgh East in the 1992 General Election.

He graduated from Edinburgh University with an MA (History) in 1987 and qualified as a full Member of the Institute of Public Relations in 1996.

### **Ian Price, Senior Consultant, Scotland**



An Honours graduate in Environmental Science from Stirling University, Ian Price joined GPC in September 1999 having spent the previous two years working as office manager and constituency aide to Aberdeen South MP, Anne Begg. Prior to that he worked for two years as North East Scotland organiser for the Labour Party.

Ian has wide experience within the Westminster political scene and has been involved in Westminster, Holyrood and local government elections as an agent or organiser throughout the 1990s. He has extensive experience of politics and campaigning in Scotland, and contacts across all political parties in the area. In addition, he has had considerable involvement with the North East business community.

Within GPC, Ian leads a number of key accounts for clients in the retail, transport and environment sectors.

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**Sarah Chisnall, Senior Consultant, Scotland**



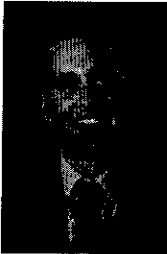
Sarah brings 11 years extensive experience in Scottish public policy to GPC.

Sarah worked in local government across a wide policy field, including social inclusion and environment policy. She was closely involved in working with local authorities across Central Scotland in the process leading up to local government reorganisation in Scotland.

Sarah then moved into further and higher education policy and advocacy. Immediately prior to joining GPC she acted as the Policy and Public Affairs Manager for a major lifelong learning agency, representing Scotland's largest education and training provider.

Sarah has wide experience of policy development and analysis; strategic, performance and policy planning; and project management. Her knowledge of Scottish public affairs, local government and public life is excellent.

**Ben Collins, Consultant, Scotland**



Ben Collins joined the Edinburgh office in October 2001 at the conclusion of an MSc degree course in Political Communication and Public Affairs at the University of Ulster. Ben also holds an LLB from the University of Dundee and an MBA from the Ulster Business School.

Ben is an active member of the Scottish Conservatives and has been involved in campaigning for them at both a local government and Scottish Parliament level.

Ben has previously worked with another international consultancy in his home city of Belfast, concentrating on public affairs activity relating to the Northern Ireland Assembly. During the 2001 Westminster General Election he worked in the Press Office of the Ulster Unionist Party, also in Belfast.

At GPC he works across a wide spectrum of clients in the energy, financial services, retail and telecommunications sectors.

**Rachael Robertson, Consultant, Scotland**



Rachael Robertson joined GPC in July 2002 as an Honours Graduate in Politics from the University of Edinburgh. Her broad degree course covered many areas relevant to the needs of GPC's growing client-base including European Institutions, Scottish Government and Politics and US Government and Politics.

During her term vacations, Rachael has undertaken a number of policy related jobs including three summers as a Research and

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Sponsorship Assistant for Neil Stewart Associates, and as a researcher with leading think tank, the Scottish Council Foundation. Whilst with SCF she worked on a project for the Healthy Public Policy Network on improving the nation's health.

Rachael has also completed two internships, one with the Office of Information and Press at NATO, in Brussels, and another in December 1996 in Tony Blair's Private Office during his time as Leader of the Opposition.

At GPC she works across a broad cross-section of clients including those in the retail, environment and pharmaceutical sectors.

**Claire Gourlay, Office Manager, Scotland**



Claire has been with GPC since its establishment in 1996. Formerly she worked as an administrator in local government.

Within GPC Claire is Office Manager, fulfils the role of Personal Assistant to the Managing Director Scotland and supports the consulting staff. She also has responsibility for administering party conference arrangements for GPC and their clients.

## **Scotland Client List 2003**

- Alcan
- CREATE – Campaign for Rail Enhancement Aberdeen to Edinburgh
- Diageo Scotland
- Federation of Small Businesses
- Lexmark
- Macmillan Cancer Relief
- Marks & Spencer
- Merck Sharp & Dohme
- Mobile Operators' Association
- Nirex
- Parkinson's Disease Society of the UK
- Pfizer
- Premier Prisons
- Provident Financial
- RFU
- SELECT – Scottish Electrical Contractors and Electronics Industry Association
- Scottish Agricultural College
- ScottishPower
- Scottish SPCA
- Sea Fish Industry Authority
- Tesco
- 3 (formerly Hutchison 3G)
- Vodafone