

CASE STUDY Business Profile

Training and Development



Di Burton FCIPR FCIPD

INDUSTRIES

PR and comms, public & private sector, voluntary sector, defence, health, financial services and soft skills areas.

CLIENTS

NHS Information Centre, the MOD, the DLO, Reuters, CIPR, Castle Cement, National Mentoring Network, Capita, PRII, GCN.

ACCREDITATIONS

As a CIPR Approved Trainer, Di runs the Training and Development division at Cicada. She is a Fellow of the Chartered Institute of Public Relations and a Fellow of the Chartered Institute of Personnel and Development. As one of the most senior trainers for the CIPR, she delivers Advanced Workshops across a range of PR related subjects. To achieve CIPR Approved Trainer (AT) Status, trainers undergo a rigorous approval process and undertake continuous professional development.

Di is also a Consultant Fellow and holds an Honorary Fellowship at Trinity & All Saints, University of Leeds. For more than ten years she has directed the postgraduate MA in Public Communication degree programme for the GCN, and works closely with the COI on course development and delivery.

OUTLINE

Cicada provides training across the full communication spectrum, from interpersonal skills and media training to writing skills and strategy development. Training is tailored to the client's specification, and delivered at all organisational levels.

Training opportunities include academic lectures, media training, workshops, seminars and conference speaking. Workshops and seminars are highly interactive, with relevant case studies provided.

RESULTS

Recognised as an industry expert in Internal Communication, Di has worked at 10 Downing Street. She has been a finalist in the CIPR Excellence Awards for Education and Training, a shortlisted candidate for Yorkshire Businesswoman of the Year, and in 2005 was named as the Ackrill Media Group Business Personality of the Year. She is listed in Debrett's "People of Today".

"Di clearly knew a lot about the subject and had a fantastic amount of experience", delegate, CIPR Internal Communications workshop.

"Di made relevant comments about each of our situations", delegate, CIPR Express Yourself workshop.

CICADA
communications