

ADDENDUM No. 1 TO OLD MORGANIANS

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SPEAKER AT 2017 DINNER.

Provided by John to OM Secretary Roger Richards.

JOHN PALMER

From humble beginnings in a council house in Gloucester Road, John Palmer has gone on to spend almost forty years as a marketing communications, corporate affairs and public relations director, specialising in business launches; change and crisis management; mergers and take-overs; repositioning and public engagement.

Practicing what some decry as “the “dark art of spin” and others hail as “an enhancement of good news”, he is an accomplished speaker, MC and presenter.

As a man behind famous faces, he puts his achievements down to what he learnt at Dr. Morgan’s, where he studied from 1962 to 1968, when he was Head Boy.

With a focus on arts, entertainment and sport, he has worked with an impressive array of film and theatre actors; TV stars; pop musicians and athletes as well as sitting at the boardroom table with some of the country’s best known arts, sports and political administrators – and has many stories to tell.

The personalities whose public image he was involved in creating and protecting include actors Dame Helen Mirren; Sean Bean; John Thaw; Robson Green; Liz Hurley and The Spitting Image Team; sports stars Dame Kelly Holmes; Michael Vaughan; Dickie Bird; Tiger Woods and Martina Hingis; the bands Queen; U2; The Police; The Specials; Duran Duran; David Essex and Blondie; and prominent public figures Lord Winston; Lord Bamford; David Cameron; Roger Cook; John Pilger; The Prince of Wales and The Queen Mother.

He was a director of the teams that successfully launched the ITV companies Central and TVS; JCB Excavators in the USA and India; the Professional Cricketers’ Association Management Company and The Dame Kelly Holmes Trust. He also relaunched and repositioned Carlton UK TV after a controversial merger; Sheffield Hallam University as community-based institution and the charity Solar Aid.

Sport has featured prominently throughout his career, starting as a rugby correspondent in Wales to chairing the ITV Network Sports Publicity Committee; co-founding the Professional Cricketers’ Association fundraising company; PCA Management, and co-founding the Dame Kelly Holmes Trust.

He worked with the Beijing; London; Rio and Sochi Olympic and Delhi Commonwealth Games Committees, supporting their games time media activity. Subsequently he presented training seminars in Rio. At London 2012 he was Media Conference Manager for Track Cycling and BMX, organising the press conferences for all the medal winners.

During his time at ITV and IMG, he was responsible for promoting their major sporting contracts, including the European Soccer Championships; The Rugby World Cup and the Cricket World Cup.

In the USA he created and managed a major two-year corporate sponsorship for the American Football Superbowl in Atlanta and Tampa Bay.

He is currently on the Board of Sport Resolutions, the ultimate arbiter of disputes in sport in the UK and prominent agenda setter on doping and safeguarding.

A lifelong supporter of the arts and culture, John's involvement ranges from pop music to film and theatre and he is still heavily involved in promotion and fundraising.

He ran his own publicity agency in the 1970's and 80's which worked with newly signed bands and got them ready to deal with the media when they became successful. This meant spending time on the road with musicians as their fame grew.

His twenty years with ITV saw him involved in the discussions with Mrs Thatcher's Government on the reshaping of British Broadcasting, whilst also being ultimately responsible for the public image of the companies he worked for and the successes and occasional misdemeanours of the major stars they employed.

In the past ten years, he has been a producer himself devised and produced the national award-winning festivals Love 2B in Sheffield; Heritage and Innovation in Sheffield and Celebr18th in Lichfield.

His most recent project saw him mastermind and deliver a campaign to raise £150,000 for a statue in Sheffield to celebrate the women who worked in the steelworks during the war, by creating an appeal supported by the city's pop, classical and folk musicians. The statue was unveiled in June 2016. John can be contacted at j.palmer595@btinternet.com or 07881 738029

