



With imminent changes to ISO14001 due in 2015, BESST's most recent breakfast meeting provided a speaker to cover this topic and give delegates an insight into what they may need to consider to help meet this revised standard

Hosted by Manel Roura, Quality, Safety & Sustainability Manager for Lyreco, over 50 key local companies attended this event.

L-R: Olly Kyte (ESP), Felicity Wingrove (Zen Communications), Manel Roura, Lyreco (BESST Vice-Chair) & Sarah-Jane Smith (Shropshire Business Today)

Olly Kyte, ESP (Environmental Solutions through Partnership) spoke to delegates to highlight the key changes to ISO 14001 which are due to take place in 2015

ESP described how members could approach changes, or develop their EMS with the aid of IEMA approved training courses and other techniques.





The BESST Way to Prepare for the Worst

Felicity Wingrove, MD of Zen Communications, gave an extremely well received presentation on 'What is Issues and Crisis Management'. Felicity gave some factual and often humorous examples of how to get it right, and how things can go wrong in PR and steps that can be put in place to avoid the worst happening.

Also speaking during this presentation, was Sarah-Jane Smith, ex-Sun journalist and former Editor of Shropshire Star for over 10 years, Sarah-Jane spoke about what the media would look for in human interest stories, how they would get them and when 'no comment' is not good..

Sarah-Jane is now Owner of Blossom Media Communications which edits & distributes the highly successful Shropshire Business Today and Shrewsbury Today publications

All of the presentations delivered at the event can be viewed in the BESST Members download library

Top Tips from this event:

- 1) Have a written policy for PR & Comms written and clearly understood by your team
- 2) Practice, practice and practice
- 3) Do not deny – be upfront about what is known and what isn't
- 4) Do not leave a 'void' in the media – the wrong people may fill it
- 5) Address those who have been impacted by the event

For further information on any of the environmental topics discussed please contact the BESST Coordinator Jaclyn Kitson on 01952 567578 or email [jaclyn.kitson@telford.gov.uk](mailto:jaclyn.kitson@telford.gov.uk)