

CURRICULUM VITAE

GERRY CLARKE – Writer, Producer, Director and International Corporate Communications Consultant

Overview –

Over twenty five years experience in the organisation and management of international marketing communications projects, including business conferences, exhibitions, marketing, publicity and PR events. Writer, producer and director of award winning films, videos, multimedia and WebTV programmes.

Various photojournalist assignments both in the UK and Globally.



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PROFESSIONAL EXPERIENCE

1998 - 2009 FREELANCE CONSULTANT, VIRTUAL MEDIA

Various Photojournalist and WebTV assignments in the UK and Europe.

International PR consultant for EasiYo, a New Zealand based dairy product manufacturer.

Feasibility study for the creation of an innovative new Sculpture Park in the New Forest.

Various lifestyle articles featuring local events, music, arts and entertainment festivals, property, yachting, travel and tourism for the English speaking community in the French Riviera.

Writing, reporting and interviewing film stars for ABC Television at Cannes Film Festival.

Series of 'Tech Watch' items for Time Magazine featuring the latest communications technology.

Feature article for Time Magazine on NetAid and the Impact of the Internet on Global Poverty.

Web editor for international e-zine on global communications for Nortel Networks.

1987 - 1998 CHIEF EXECUTIVE OFFICER, VIDEO NEWSREELS LTD

Management of international company specialising in corporate communications.

British Telecom

Design and production of video and multimedia programmes for sales promotion, customer awareness, staff motivation and training. Projects include copywriting, event management, roadshows, seminars, exhibition design, conference presentation, print and publicity for BT events and launch of Network BT newsmagazine in the UK and Europe.

Hewlett Packard

Conference organiser for European Management Forum Meeting in the Netherlands. Responsible for venue, guest speakers, conference programme, design and build of stage set, presentation materials, conference print and publicity. Technical support for exhibitions, press and PR events.

European Union

Creation and development of Health Education programme for use in schools throughout Europe. Project involved writing and producing videos, print and publicity materials in nine languages.

Farmers Newsreel

Production of regular video newsmagazine featuring the latest in agricultural technology containing news items, interviews and reports on new products and services for farmers.

British Airways

Design and production of sales, marketing and staff training videos dealing with all aspects of the airline's operations in the UK and around the world. Creator of *Airbytes*, a regular InFlight video newsmagazine featuring the latest in computers and information technology. Programme sponsored by **Intel, Microsoft, Novell, Nokia, Motorola, Mercury, Apple, Compaq, Amdahl and Xerox.**

Marks & Spencer, Sainsbury's, Budgen Stores, Comet and the Kingfisher Group

Staff training and motivational programmes to introduce improved working practises in UK stores.

IBM, 3M, Honeywell, Tandem and Digital

Management of communications projects, conferences and annual reports to staff and shareholders.

Ford Motor Company, Midland Bank, Royal Bank of Scotland and AMP Insurance

Production of promotional, staff training and education videos and TV commercials.

Security World

Design and production of security training and anti terrorist promotional videos for various UK Police Forces and the UK Department of Transport

Travel World

Launch of video newsmagazine featuring the latest developments in the Travel Industry.

Festivals of Britain

Pilot television programme highlighting music, arts and cultural festivals in the UK.

Various Local Government Authorities and Central Government Departments in the UK

Production of a wide variety of information, promotion and training programmes to communicate a range of government initiatives to the local community, programmes covering education, health and safety, transport, recreation and other local issues.

1973 - 1986 CHAIRMAN AND MANAGING DIRECTOR, AGRIVISUAL LTD

Responsible for the production and implementation of training programmes worldwide.



Under various contracts to the World Bank, Washington

Responsible for writing and producing agricultural training programmes world wide, including films, television and radio programmes, training manuals, print and publicity materials designed to aid the transfer of technology to people living in the Developing World.

Consultant to the United Nations FAO-UNDP

Advising both organisations on the production of training programmes designed to introduce and explain technology to people living in rural areas of the Third World. Guest speaker at various international conferences dealing with agricultural development and farmer communications.

UK Ministry of Overseas Development ODA

Design and supply of film, video, radio and television studio equipment and the training of staff in the production of educational programmes for farmers and people living in rural areas of Kenya.

Under contract to the European Commission, Brussels

Preparation of blueprint and action plan for the introduction and development of training and visit system of extension for improving the flow of information to farmers in various countries in Africa.

Shell/ICI Chemicals/Dow Elanco/Monsanto/Hoechst/Dupont/FMC and Zeneca

Production of award winning films and videos to promote the safe and efficient use of chemicals in our environment. Working on various projects in Europe, Africa, Middle East, Asia and S.America.

IEE/Sperry Univac

Producer/Director of 1974 Faraday Lecture film entitled 'The Social Computer' - a 60 minute documentary film on the importance of computers in our everyday lives.

1967 - 1973 MANAGER, COMMONWEALTH DEVELOPMENT CORPORATION

Seconded to agricultural development projects in Africa and the Caribbean

Mhlume Sugar Company, Swaziland Manager and Irrigation Agronomist on Sugar Estate

Castle Bruce Estate, Dominica Manager responsible for day to day running of Banana Plantation

ARTICLES, SEMINARS, CONFERENCE PAPERS AND WORKSHOPS

Training and Visit System of Agricultural Extension. UNDP Conference in Cameroon.

Producing Effective Communications for Farmers. Conference Paper and workshop in Brazil

Improving Farmer Communications in the Developing World. FAO/ICP Seminar in Pakistan

Workshop for the Design and Production of Visual Aids in Rural Areas. CEDO workshop Kenya

Past President of Easthampstead Rotary Club and current member of Ferndown Rotary Club