

Justin Shaw

Chief Higher Education Consultant (Communications Management) and UK Development Director at ExpertFile

London, , GB

Specialist in higher education, communications, reputation and marketing of academic experts

Biography

Justin Shaw is a former journalist and head of public relations working mainly in the education sector. After graduating from the University of Leeds with a degree in Public Media and English, he worked for several UK newspapers as a crime reporter, chief news correspondent and news editor. He joined the University of Hertfordshire to head up their news and media operation and subsequently launched a public relations practice specialising in education. He is an authority on universities and how they promote themselves and on how universities communicate internally and externally. He runs his own global consultancy for higher education (Communications Management) as well as leading ExpertFile's UK and Ireland business development operation. He regularly speaks at conferences on issues of reputation, marketing and branding - including three sessions at the CASE Europe Conference 2019. He is a Fellow of the Chartered Institute of Public Relations (awarded in 2012 for services to the education sector) and won the UK Reporter of the Year Award for new journalists in 1988.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Event Appearances

Expertise Marketing - How Academics Become Experts
CASE Europe Conference 2019

Global Practice in Student Communications
CASE Europe Conference 2019

Coping in Crisis - Crisis Communications Workshop
CASE Europe Conference 2019

How Can Universities Improve Student Engagement?
CASE Student Communications Conference 2019

Crisis in universities - incident management workshop
CASE Europe 2018

Education

University of Leeds
BA Public Media and English

Accomplishments

Chartered Institute of Public Relations - Fellowship

Justin is one of only 300 Fellows of the CIPR, the UK industry body for public relations. He was awarded the Fellowship in 2012 for services to the education sector (having worked with 300+ global education clients) and for establishing an annual Education Journalist Awards.

EMAP Reporter of the Year

Justin was awarded the Reporter of the Year Award in 1988 as a trainee reporter in the Hertfordshire Gazette and Express group of newspaper. His investigative features covered a wide range of issues related to national trends affecting the local community. This award was presented by the EMAP Group (one of the largest media owners in the UK).

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