

David Pippett (MCIPR) and DWP



David Pippett, founder and Director of DWP, established the communications agency to manage and develop reputations; whilst clearly demonstrating a Return on Investment (ROI) to a clients business. When required, DWP also provides clients with specialist teams equipped with senior experience of developing and implementing communication strategies for some of the UK's biggest business and corporate brands.

David has always had a strong interest in demonstrating the value of public relations. In 1998, he was awarded a BA (Hons) Degree in Public Relations and Media from The University of Exeter, where his final year dissertation assessed the most appropriate ways to evaluate public relations; the findings of which were subsequently featured in PR Week.

David is a member of The Chartered Institute of Public Relations (CIPR), the UK's leading public relations industry body. Amongst other things, the CIPR membership demonstrates that David adheres to the CIPR Code of Professional Conduct, providing professional recognition of services offered to clients.

Prior to establishing DWP, David worked for agencies based in Bath, as well as three years working for Top 50 Independent PR Agency, Lawson Dodd Communications Management, where he managed a number of high profile clients. During his time at Lawson Dodd, he also managed a CSR campaign that was a finalist in the 2001 IPR Excellence Awards.

From 1999-2003, David was also a freelance writer for the Financial Mail on Sunday, writing on business and employee issues such as credit control, cash flow, export, mentoring and work life balance.

Previous and present clients include the Management Consultancies Association (MCA), West Cornwall Pasty Co, BDO Stoy Hayward, Norwich Union, Royal Bank of Scotland Commercial Services, Fortis Commercial Finance, Factors & Discounters Association (FDA), Chelsea Building Society, Pearl Assurance, AMP, LCP Consulting, PIPC and Fascia Graphics Limited.

David lives and works in Bath, spending one day a week in London, ensuring that the strong relationships he has with national and management journalists continue to grow.