



London School of Public Relations and Branding

John Dalton BSc, CBIol - Director of LSPR Worldwide and Principal tutor



John Dalton is currently Director of LSPR UK and LSPR Worldwide and is a member of the International Institute of Strategic Studies. He was also a Managing Editor for one of the world's leading medical journals.

John left publishing to take control of the **London School of Publishing and Branding**, which was acquired through David Game. John joined the David Game Media Group as a consultant and developed their media schools, which include the London School of Public Relations (LSPR).

John established *LSPR* and he has remained the Director and author of much of its content, which he updates every few weeks. A specialist in branding and intellectual capital, John was one of the first people to include intellectual capital and the management of intangibles in a PR course globally.

Since 1997, John has travelled to numerous countries to lecture in PR and branding and currently lectures to professionals in India, Russia, Latvia, Poland, Turkey, Croatia, Slovenia, Czech Republic and the US. In 2001, John addressed the first meeting of the Public Relations Consultants Association of India.



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John continues to carry out some private consultancy and has rebranded oil companies, taught emotional branding to Coca Cola, helped reposition dance record labels and advised numerous oil and gas specialists on corporate identity and issues management. John is one of the principal contributors to an annual conference arranged by LSPR Slovenia that invites experts to discuss trends from all over the globe.

Back in 1997 John developed his own Consilience Model for understanding PR as part of integrated marketing communications and is now actively involved in promoting integrated marketing communications.

In 2002 John was commissioned to write a report on Corporate Reputation, which he co-authored with Susan Croft and published in 2003.

In 2009 John Dalton has also developed a one-day master-class in Leadership, in context of capital market collapse, all over the world. This master-class is very popular, especially within the countries of the New Market.

He has appeared on numerous TV and radio shows globally and has interviews published in over 30 different media and economic journals. In 2000 a US channel produced a show with John as central guest to discuss PR within a business context.

He graduated with a degree in Biochemistry from London University in 1987.