

Press Release

Wednesday 26th January 2022

It's Time to Collaborate and Create Something More Powerful Together

Collaboration will be the theme of the first Masterclass of 2022, being hosted by the International Stress Management Association ([ISMAUK](#)) on Thursday 27th January. The online Masterclass is being moderated by Dave Plunkett, a partnership expert who is Founder and Chief Collaborator at [Collaboration Junkie](#). The panellists are Renna Markson, Deputy Director General and Engagement Director at the Public Relations and Communications Association ([PRCA](#)), Alexandra Stevens, Head of PR and Communications Recruitment at [Reuben Sinclair](#), and Keith Fraser, Chair of the [Youth Justice Board for England and Wales](#).

During the pandemic, social contact was vastly reduced due to restrictions including remote working. This has taken its toll due to the impact of isolation and loneliness, which has contributed to soaring mental health problems. On top of this, [McKinsey](#) report that 80% of small and medium-sized businesses experienced a negative impact on their revenues during the pandemic. There has never been a greater need for new ideas and fresh thinking to achieve goals and fuel growth.

Dave and his panellists will discuss the value of collaboration and partnerships, suggesting that now is the right time, as we emerge from the pandemic, to build something far more powerful and of greater value than any of us could achieve on our own. Developing successful collaborations and third-party relationships that deliver productive outcomes can boost our sense of self-worth and level of confidence. What we achieve through collaborating can give us a greater sense of fulfilment than when we do things alone.

The panel will ask questions such as: What is the value of collaboration and what types of collaboration or partnerships should we be looking for? What needs to be done differently in the new world of work? Do we need to like the people we collaborate with and where should we find them? The panel will also be offering a few sure-fire top tips for getting collaborations off on the right foot.

Carole Spiers, Chair of ISMA^{UK}, said, "This motivational Masterclass is being held at the start of a new and more hopeful year. It will help all of us to get to grips with the key components to successful collaboration, giving us the skills to implement them more effectively in 2022. I am also delighted that ISMA^{UK}'s first collaboration of the year is with the PRCA, the world's largest PR professional body. We will be collaborating with them on events and other initiatives throughout 2022, to help support their UK members, many of whom have experienced stress and mental health issues during the pandemic".

- ENDS -

Notes for Editors

How to Book This Masterclass

The Masterclass is on Thursday 27th January and starts at 7.30 pm. The panel discussion lasts for 45 minutes, followed by a Q & A and networking opportunity. Places can be booked at ISMA^{UK}'s 27th January Masterclass by following this [link](#) and must be reserved in advance. Tickets are free to ISMA^{UK} members and just £10 to non-members.

Future ISMA^{UK} Masterclasses

ISMA^{UK} run monthly online Masterclasses on subjects relevant to anyone with an interest in stress management and related subjects or in supporting ISMA^{UK}. The next Masterclass will be held on Thursday 24th February, and will be a panel discussion on *Suicide Prevention: How You Can Make a Difference*, moderated by Marie Faire, Co-founder and Owner of The Beyond Partnership. For further information, go to <https://isma.org.uk/monthly-masterclass-events>.

About ISMA^{UK}

ISMA^{UK} is the leading professional body for workplace and personal stress management, wellbeing and performance, promoting sound knowledge and best practice in stress management, resilience, wellbeing and mental health for over 30 years. ISMA^{UK} practitioners and consultants provide stress management services, including flexible training courses and coaching to individuals and businesses in both the private and public sectors, assisting around 40,000 people who need professional help with stress-related issues every year. ISMA^{UK} endorses and uses the HSE guidelines for managing stress in the workplace. To find out more about ISMA^{UK}, visit www.isma.org.uk.

Press Interviews

For all press and media enquiries please contact Carole Spiers, Chair of ISMA^{UK}, for an immediate response on +44 (0) 77 688 78910 or at chair@isma.org.uk