



Public Relations
Consultants Association

Benefits of PRCA Membership





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About the PRCA

The Public Relations Consultants Association is the voice of **public relations and communications** in the UK. The trade association was set up in 1969, and its members now represent 70 per cent of fee income for UK public relations consultancies. We exist to raise standards in PR and communications; to ensure members have a common voice; and to make them better and more profitable businesses.

Excellence in PR
The PRCA exists to help its members be better and more profitable businesses, and to be the voice of the UK PR and communications industry

The PRCA has **over 300 members** throughout the UK and overseas, plus a growing number of in-house members from major client companies. Our consultancy members are of all sizes, and work for clients in all sectors of the economy. Together, they employ over 5,000 people, and generate more than £400 million each year.

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Win new business



Increase your new business opportunities

Over the past 12 months, our **new business referral service** has generated more than £12 million of leads for PRCA members from across 25 different sectors.

The **PRCA Yearbook** is sent to over a thousand client organisation every year, raising the profile of PRCA members, and promoting the value of CMS.

The PRCA has a number of **exclusive bilateral relationships** with professional bodies in other sectors. So your membership entitles you to access services from the International Visual Communications Association (IVCA), become part of Motor Industry Public Affairs Association (MIPPA) or Women in PR (WPR). Members also have access to free use of the English Speaking Union in Mayfair.

Maximise talent



Attract, retain and make the most of talent

The PRCA runs an extensive **training programme**, delivering both face-to-face and interactive online webinars. These courses cover everyone from new entrants to the profession to MDs. Last year, we trained over a thousand people.

We offer **bespoke training** tailored to members needs – delivered in your office at a time, date and budget that suits you.

The **PRCA qualifications** programme formalises training in a clear and structured way, no matter what level you are within the organisation.

We offer **Foundation, Advanced, Diploma, Online** level qualifications, all priced to be significantly below the amount charged by other providers. They are deliberately practical in nature, rather than theoretical.

Special Designatory letters are awarded when a qualification is completed successfully.

Training price guarantee if you can find a similar course, offered by one of our competitors for less, then we'll not only beat their price – we'll also give you a second place for free.

Help understand motivations and concerns of junior staff...



Our **FrontLine Guides** help young PR consultants adapt to our fast-paced industry.

The **annual FrontLine survey**, covering PR professionals at Account Director level and below, helps management understand the motivations and concerns of junior staff.

The People & Recruitment section in the website Member Area contains **advice on dismissal and grievance procedures**, employee offer letters and standard employment contracts.

We host a **recruitment site** where members can advertise their vacancies.

Become more efficient



Free your team to be profitable by reducing over-servicing, and improving leadership

The **Consultancy Management Standard (CMS)** ensures your business is well-managed. A key aspect of CMS is a regular audit covering eight elements of business management: leadership and communications; business planning; business improvement; financial systems; campaign management; client satisfaction; new business; and people management.

CMS is the PR industry gold standard. Adopted in 15 countries around the world and endorsed by ICCO (International Communications Consultancy Organisation), it provides clients with the reassurance that your business operates according to best practice.

Increase your sales, grow your people, get the most from digital, and build your business...



PRCA members can access a **free legal and HR helpline** that provides advice on a range of issues including tax, VAT, PAYE, payroll, NIC, employment, health & safety, commercial and legal matters.

Access discounted services – with leading organisations including press clippings agencies, polling gurus, research and events companies and evaluation experts.

The PRCA co-authors **independent guides** for clients on how to write a brief, find and remunerate an agency, evaluate a campaign, judge creative ideas, and how to purchase public relations.

Our **personal benefits scheme** offers all PRCA members' employees preferential access to quality lifestyle brands.

Gain market intelligence



Access comprehensive and up-to-date information on market trends

The **PRCA Annual Benchmarking Survey** consists of three sections completed by Finance Directors, HR Directors and Managing Directors. It enables you to compare the performance of your business against industry averages. This survey provides a unique opportunity to identify your strengths and weaknesses and to reduce your costs. The cost of an independently arranged equivalent would be over £15,000.

The **PRCA trends barometer** is a quarterly survey of members that provides an overview of the health of the industry including levels of new business, over servicing and recruitment.

The **PRCA new business barometer** is a monthly survey designed to provide an overview of the health of the PR industry by looking at the average number of pitches and new business leads per consultancy.

The PRCA provides general **legal advice** on areas which affect the industry generally, eg. FOI, client contracts and employee contracts.

We help individual members position themselves as **thought leaders** by publishing their thought-provoking issues papers and encouraging debate around each topic.

Stand out from the crowd



Prove your excellence and demonstrate your commitment to the highest standards

PRCA members are able to award their staff the **designatory letters** MPRCA – highlighting the agency's commitment to the highest professional standards, and helping to motivate and retain valued staff. Over 2,000 people have received designatory letters over the past year.

The PRCA publishes, every quarter, a **register** of all members who practice **public affairs**, and in the case of consultancies the list of clients for whom they conduct public affairs. This is done in accordance with our **Codes of Conduct** and Professional Charter by which all our members agree to abide. The **Professional Charter** and Codes of Conduct enshrine the commitment PRCA members make to transparent and ethical communications.

Network your way to success



Develop a support network, improve your skills and generate new business by networking with potential clients and other agencies

The PRCA provides an extensive free **networking calendar of events** for all levels, from MD lunches to expert briefings and campaign masterclasses.

The **PRCA National Conference** attracts the most senior communications professionals every year, helping you to discuss the key issues within the PR industry and to share best practice.

The **PRCA Awards** provide members with the opportunity to showcase your work and to win the client recognition you deserve.

The PRCA runs a number of **Sectoral, National and Regional Groups** that enable members working in similar fields or geographical area, to meet with potential clients, to collaborate on areas of common interest (eg. procurement), to define common positions (eg. in response to Government consultations) and to engage with other industry groups.

The PRCA has a variety of Member Committees that help inform the Association's activities. They also provide numerous opportunities to swap best practice, innovative ideas and – when conflicts arise – new client leads.

Lead the industry



Be recognised as an industry leader by playing a part in its representative body

The PRCA has a **high media profile** in the trade, sector and national press as well as online. We promote CMS, individual PRCA members, and members interests on industry issues.

The PRCA lobbies **key individuals and organisations** that influence the future of the PR industry. Our targets include the editors of key publications, influential politicians, the heads of relevant associations, senior clients, academics and the heads of the large communications consultancy groups.

The PRCA **represents its members'** interests – for example during the Parliamentary inquiry into lobbying, and the FSA investigations.

The PRCA provides an **authoritative voice** on issues such as recruitment and retention; lobbying; the need for standards in PR; evaluation; pitching; procurement; the UK as an international hub for PR; and why PR and digital are natural bedfellows.

The PRCA has a **high profile internationally**. We hold the Presidency of ICCO (the international Communications Consultants Organisation), representing our members interest internationally.

If you wish to join The PRCA or have any further questions, please contact David Ding or Steve Miller.

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