



Public Relations  
Consultants Association

**Benefits  
of PRCA  
Individual  
Membership**





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## Benefits of PRCA Individual Membership

### Introduction

**Who we are:** Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

## Excellence in PR The PRCA is the voice of the UK PR and Communications industry

**What we do:** The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice and creating networking opportunities.

**How we do it and make a difference:** All PRCA members are bound by a professional charter and codes of conduct, and benefit from exceptional training. The Association also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

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**Who we represent:** The PRCA represents more than 280 agency members from around the world, including the majority of the top 100 UK consultancies. We also represent around 70 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.

Prove your  
excellence and  
demonstrate your  
commitment to the  
highest standards



PRCA members sign up to our **Code of Conduct and Professional Charter**, and are able to use the **designatory letters MPRCA** – highlighting their commitment to the highest professional standards. Over 3,000 people have received their designatory letters since their launch last 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.

## Develop a support network and improve your skills and knowledge



The PRCA provides an extensive free networking calendar of events at all levels, including **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 practise.

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

The PRCA runs a number of **Sectoral, National and Regional Groups** that enable members working in similar fields or geographical areas, to meet with potential clients and colleagues 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.

PRCA members are able to access **market intelligence, industry research, and guidance** on a whole range of areas –from ethical PR practice to evaluating social media work.

## Make the most of your talent



The PRCA runs an extensive **training programme**, delivered both face-to-face and via interactive online webinars. These courses cover everyone from new entrants to the profession to managing directors and comms directors. 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.

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 will not only beat their price – we'll also give you a second place for free.

## Lead the Industry



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

**We lobby key individuals and organisations** that influence the future of the PR industry, with some recent examples being our challenge to the NLA in the Copyright Tribunal, upon which we are still awaiting the High Court's judgement, and during Parliamentary inquiries into lobbying, and financial PR.

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 social media 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.

## Save money and improve efficiency!



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

The PRCA co-authors **independent guides** 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' preferential access to quality lifestyle brands.

Please visit our website at [www.prca.org.uk](http://www.prca.org.uk) for more information.

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

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