
PRCA ANNUAL REPORT 2017

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Foreword



Welcome to the PRCA's Annual Report 2017. This is our snapshot of the work that the PRCA has carried out for the PR and communications industry over the past 12 months.

We are Europe's largest professional body for PR and communications practitioners, so as you might expect, we've done a lot. Here are just some of the highlights:

We rebranded to the Public Relations and Communications Association following an industry-wide consultation. This led to us launching a new logo, a new strapline – The Power of Communication – and a new website.

We launched PRCA MENA to represent consultancies and in-house teams across the Middle East and Northern Africa.

We introduced the City & Financial Awards to recognise the great work of the City and Financial PR and Communications industry.

We hosted the ICCO Global Summit in Oxford, a two-day event that welcomed over 200 communications delegates from around the world.

But there has been a whole lot more – all of it aimed at improving standards; helping our members to save and to make money; fighting the industry's corner; and providing leading insights into the industry's core issues.

We are proud to serve the PR and communications industry – and we'll continue to grow so that we can do more to take our industry from strength to strength. That really is the Power of Communication.

Steffan Williams MPRCA
Chairman, PRCA
Partner, Newgate Communications

Francis Ingham MPRCA
Director General, PRCA
Chief Executive, ICCO

PRCA accounts

Income and expenditure account for the year ended 31st March 2016

Growth in turnover of the PRCA

2007: £728k

2008/9*: £1.054m

2009/10: £1.018m

2010/11: £1.368m

2011/12: £1.599m

2012/13: £1.892m

2013/14: £2.130m

2014/15: £2.505m

2015/16: £2.892m

* 15-month year

Income	£
Membership	1,437,330
Training	567,457
Events	510,747
Matchmaker	41,835
Publications	10,410
CMS	43,363
Other	281,847
Total Income	2,892,989

Cost	£
Training	314,708
Events	266,912
Matchmaker	35,238
Publications	8,160
Member services	461,666
People	1,131,955
Overheads	660,968
Bad debts	39,670
Total cost	2,919,277

Our year

January 2016

The PRCA announces '16 For 16' key recommendations for great communications in 2016.

The PRCA partners with the Employee Engagement Alliance to support internal communications.

We continue our work to improve the Lobbying (Scotland) Bill and – during the Committee Stage – ensuring restrictions such as financial disclosure do not feature in the final Lobbying Register in Scotland.

February 2016

Responding to Meltwater's AVE whitepaper, the PRCA and AMEC call it "surrender of the worst kind".

The PRCA Charity & Not-For-Profit Group responds to the Government's proposed "anti-advocacy" proposals and defend our industry's right to communicate and influence.

Following previous gender pay gap work, the PRCA calls on the industry to embrace voluntary disclosure even if an organisation is below 250 employees (the Government's proposed threshold).

PRCA MENA launches to represent PR and communications consultancies, in-house communications teams, and individuals in the United Arab Emirates, Qatar, Bahrain, Kuwait, Oman, Kingdom of Saudi Arabia, Egypt, Lebanon, Jordan, Cyprus, Tunisia, Algeria and Morocco.

The PRCA launches a revamped DARE Awards, to recognise high quality PR and communications work that happens across the UK's nations and regions.

March 2016

The PRCA welcomes the rejection of changes to the Freedom of Information Act 2000, and gives evidence in Parliament to Labour's own Review into the Act.

ICCO's President, Maxim Behar, and Chief Executive, Francis Ingham, feature at the World Communication Forum in Davos.

The public affairs and lobbying industry responds to the passing of the Lobbying (Scotland) Bill, with the PRCA noting that it represents a mixed bag of policymaking, and that the key would be implementing it practically.

PRCA research shows that three-quarters of PR and communications leaders back remaining in the EU.

We slam a journalist requiring payment for coverage from a PR and communications agency, opening a wider debate on ethical relationships with journalism.

April 2016

The PRCA comments on Lords' Select Committee Report on Social Mobility, noting the importance of parents and teachers – as well as students – in the decision-making process for apprenticeships, and the importance of proper, accepted parity between routes of education offering the same level of qualification.

PRCA MENA launches the Young Lions PR competition with Cannes Lions in the Middle East and North Africa.

Working with the CMA, we support their new guidelines and findings for influencers and endorsements.

TfL joins the PRCA to take advantage of training and professional development opportunities.

May 2016

The PRCA wins its bid to host the ICCO Global Summit in Oxford.

The PRCA launches an industry-wide consultation over changing its name.

The Inaugural Reginald Watts Prize for Insight – in honour of our late Fellow – is launched.

June 2016

PR Census 2016 reveals that the PR and communications industry is worth £12.9bn in the UK.

The PRCA, ICCO, and AMEC launch a joint global testing initiative of AMEC's new measurement framework.

Following the Brexit vote, 90% of industry leaders are disappointed with the referendum result.

July 2016

The PRCA partners with Vitreous World to provide research guidelines for the industry. The partnership will give PRCA members access to tailored advice on best research practices.

The winners of the Internships Awards 2016 are announced: the winner of the Best Internship Programme category is Golin, and the Best Intern category is won by Kate O'Donnell, who interned at Hotwire.

14% financial growth in 2015-16 announced by the PRCA.

August 2016

The PRCA changes its name to the Public Relations and Communications Association following a four-month industry-wide consultation which included members and non-members alike. To mark this move, the PRCA announces that it has a new logo and strapline, "The Power of Communication", and launches a new website to improve the user experience.

14 new Fellows are announced in recognition of their major contribution to the PR and communications industry.

September 2016

Research shows PR and communications industry leaders are split on the impact that Brexit has had on the UK's economic outlook.

The PRCA marks Ethics Month by launching its revised Code of Conduct.

The PRCA Digital PR and Communications Report 2016 provides clear research across key areas with in-house digital budgets having risen 9% in a year.

The PRCA launches its first Gender Pay Gap Report following our joint work with PRWeek and Women in PR.

At its National Conference, the PRCA announces a non-executive directors service, and a new online version of its Communications Management Standard (CMS) audit.

October 2016

PRCA research reveals that a majority of the industry favours a "soft" Brexit

option, with many industry leaders supporting a deal with continuing freedom of movement, and access to the single market.

Evidence from the PRCA Charity and Not-for-Profit Group is accepted by a House of Lords Committee on the future of charities. The evidence focuses on the areas of the Committee's inquiry into charities that have the biggest impact on PR and communications professionals: the reputation of charities, the pressures on charities, digital innovation and the role of government.

November 2016

Francis Ingham speaks out about unpaid internships in London: "By failing to pay interns, PR and communications employers are barring access to all but the most privileged; and by doing so they are maintaining a PR industry that is resolutely white and middle class."

The PRCA National Awards 2016 celebrate the very best individuals and campaigns from the PR and communications industry from across the UK, with the big winners of the night being MHP/Engine and Pegasus, winning three awards each.

The British Olympic Association (BOA) joins the association to further professionalise and measure its performance within the PR and communications industry.

December 2016

Jonathan Chandler CMPRCA, Partner, ReputationInc Ltd, is elected as the Vice-chairman of the PR and Communications Council. Chandler will take on the role in January 2017, at the same time as Molly Aldridge CMPRCA, Global Chief Executive Officer, M&C Saatchi, is promoted to PR and Communications Council Chairman.

The annual UK Public Affairs Awards see winners take away awards in 22 categories. Big winners on the night included EEF, winning In-house Team of the Year and Trade Body Campaign of the Year; and Grayling, winning Consultancy of the Year.

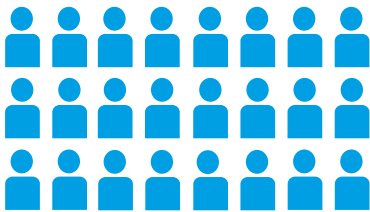
Alex Bigg MPRCA, CEO, MHP Communications, is appointed to the PRCA Board of Management.

The PR and communications industry at a glance

Economics

£12.9bn

Value of UK PR and communications industry



83,000

Employees in PR and communications industry across consultancies, in-house teams and freelancers

Salary

£45,100

Average annual salary for PR professionals



£42,149

Average annual salary for female PR professionals

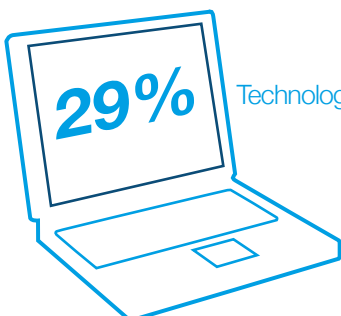


£51,260

Average annual salary for male PR professionals

Clients

Top five sectors of clients:



Technology

20%

Food, beverages, and tobacco



17%

Retail and wholesale



23%

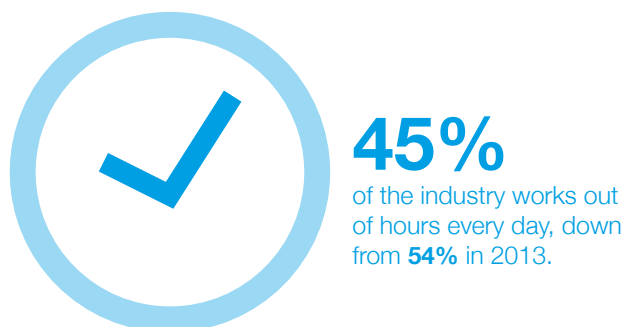
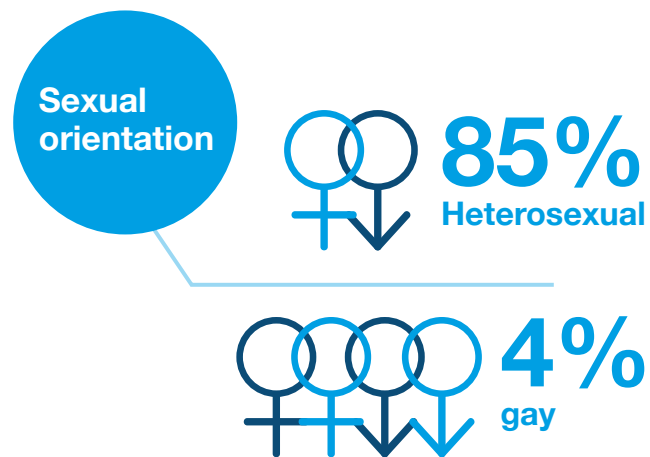
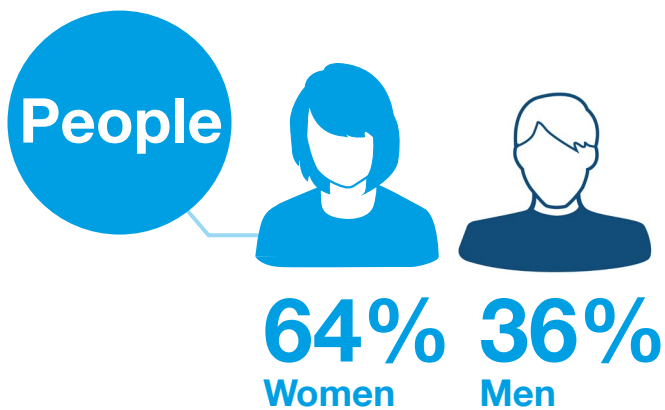
Business services



16%

Health/ pharmaceutical





White British: **83%**
Other White: **8%**
Black/Black British: **1%**
Asian/Asian British: **2%**
Other Ethnicity: **3%**



74% Writing articles/newsletters



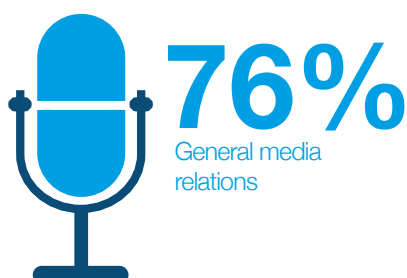
74% Communications strategy development



75% Digital and social media



75% Media relations and strategy planning



Our members

The PRCA represents and regulates over 400 agency members including the majority of the top 150 UK consultancies; over 270 in-house teams; and thousands of individuals and freelancers.

When looked at holistically, this means that the PRCA represents over 20,000 PR and communications professionals, ranging across the plethora of backgrounds and specialities. We are proud to say that we are the largest professional body for communications professionals in Europe.

Our ever-growing number of members allows us to be wholly representative of the UK PR and communications industry, so that we can work in the best interests of all. By promoting all aspects of our industry, and by helping teams and individuals to maximize the value they deliver to clients and organisations, the PRCA continues to improve standards for everyone it represents.

In the past 12 months, we welcomed top consultancies The Outside Organisation and Interel, plus household names Confused.com, Royal Mail Group, Arsenal FC and influential public sector organisations including TfL and Visit Scotland.



We have welcomed 75 corporate members over the past 12 months:

Allison & Partners
Ardency Consultancy
Arsenal FC
Borkowski Ltd
Brand Content
British Heart Foundation
Bubble & Squeak Communications
Cambridge Assessments
Campaign Collective
Carousel
Chalk and Ward
Clark Communications
Cloudy2Clear UK Ltd
Confused.com
Cowshed
Cultural Communications
E-Crunch Ltd
EMG
Flourish PR
Food and Drink Federation
Grey Pocket Ltd
Hertfordshire County Council
Highland Marketing
Hume Brophy
Interel Consulting UK Ltd
Iredale Communications

Jellybean Creative Solutions
JFG Communications
Kirklees Council
Kiss PR
KR Public Relations Limited -KRPR
Kwittken
Leeds City Council
LK Communications
Lockhead Martin
Magenta Associates
Meantime Communications
Media House International
MIB
Michael O'Mara Books
Montage Communications
Muckle Media
NHS Business Services Authority
Oakhill Communications
Pangolin
Paysafe
Pearson
Peppermint Soda
PPS Group
Public Policy Matters
Rentokil Initial
RKM Communications

Royal Mail Group
Royal Opera House
Scarlett PR
Social Finance
Spreckley Partners
Springer Nature / Macmillan Publishers Limited
Strateus Group- Affaires et Relations Publiques
Symposium
Team GB
TfL (Transport for London)
The Honey Partnership LLP
The Marketing Room
The Outside Organisation
Tin Man Communications
Transport for Greater Manchester (TfGM)
Twitter UK
UKTV
Vision Express
VisitScotland
Well Hello
Which?
Wire Media
Wokingham Borough Council

Our Board of Management

The PRCA Board of Management exists to ensure that the PRCA operates in the best interests of its members and the industry.

The PRCA prides itself on having a Board of Management that reflects the best of the profession; to provide the guiding hand to ensure that the PRCA operates in the best interests of its members and the industry.

Over the past 12 months, the PRCA has made three additions to its Board, with the appointment of Kevin Read MPRCA, Chairman and Partner at Bell Pottinger; Andy Sawford MPRCA, Chief Executive, Connect Communications; and Alex Bigg MPRCA, CEO, MHP Communications.

Read has specific responsibility for running its Corporate, Brand, Digital, Design and Consumer practices. He specialises in multi-territory communications campaigns and has spearheaded the development of Bell Pottinger's integrated communications offer.

Sawford draws on his experiences as a former Member of Parliament, representing Corby and serving as a Shadow Minister, member of a Select Committee, and various Bill Committees. Prior to this, he was Chief Executive of the LGIU, an award-winning think tank and membership body for UK local government.

Bigg took on the role of CEO at MHP Communications in September from his role as General Manager at Edelman London, where he worked for over 15 years. He has experience across corporate communications, stakeholder engagement, issues management and public affairs. He provides strategic advice and political counsel and aids corporate repositioning and profile raising for organisations in both the public and private sectors.

Board officers:

Chairman

Steffan Williams MPRCA

Group Managing Director, Newgate Communications

Vice-chairman

Jim Donaldson MPRCA

Senior Partner, Managing Director, FleishmanHillard Fishburn

Treasurer

Guy Woodcock MPRCA

Founder and CEO, Montpellier Public Relations Ltd

PRCA Director General

Francis Ingham MPRCA

Board members:

Rachel Bell MPRCA

Founder, Shine Communications

Alex Bigg MPRCA

CEO, MHP Communications

Sally Costerton FPRCA

Founder, Sally Costerton Advisory

Gavin Devine MPRCA

Chief Operating Officer, Porta Communications

Rachel Friend MPRCA

Managing Director, Weber Shandwick London

Denise Kaufmann MPRCA

Partner and CEO, Ketchum London

David Gallagher FPRCA

President, Growth and Development, International, Omnicom

Bibi Hilton MPRCA

Managing Director, Golin

Elisabeth Lewis-Jones MPRCA

CEO, Liquid

Richard Millar MPRCA

CEO, UK & President, Western and Southern Europe, Hill+Knowlton Strategies

Kevin Read MPRCA

Chairman and Partner, Bell Pottinger

Andy Sawford MPRCA

Chief Executive, Connect Communications

Sarah Scholefield MPRCA

UK and Ireland Managing Director, Grayling

Claire Walker MPRCA

CEO, Firefly Communications

Ed Williams MPRCA

UK CEO, Edelman

Donna Zurcher CMPRCA

Managing Partner, Instinctif Partners

The PR and Communications Council

Launched in 2010, the PRCA's PR and Communications Council brings together leading names in the industry to act as its official think tank.

The PR and Communications Council provides a formal mechanism to consult with the industry's most senior practitioners on the issues PR and communications faces; to act as a think-tank for the industry; to inform the PRCA's strategic priorities; and to produce helpful commentary, advice and best-practice guidance for PR and communications professionals.

The PR and Communications Council has been instrumental in preparing a number of key insights for the PR industry, such as the Client Consultancy Partnership Charter, The Economics of Reputation Toolkit, and the Content Marketing Report.

In 2016, the PR and Communications Council was chaired by David Hamilton CMPRCA, Director of Communications for the Scout Association, and vice-chaired by Molly Aldridge CMPRCA, Global CEO, M&C Saatchi PR.

The PR and Communications Council's key priorities for thought-leadership in 2016, around which it sought to further industry thinking, have been:

- Speaking the language of the C-suite – achieving better representation for the PR and communications professionals on the board.
- Talent and education – how to give PR and communications professionals of the future the right training and skills.

PR Council Officers:

Chairman
David Hamilton CMPRCA
The Scout Association

Vice-chairman
Molly Aldridge CMPRCA
M&C Saatchi PR

Former Chairman
Tony Langham CMPRCA
Lansons

PR Council Members:

Ruth Allchurch FPRCA
Cirkle

Mario Ambrosi CMPRCA
Anchor

Louise Andrews CMPRCA
Wildfire

Bronwen Andrews CMPRCA
Edelman

Philip Baker CMPRCA
Department for Work and Pensions

Katy Barden CMPRCA
NEC Group

George Blizzard CMPRCA
The PR Network

Adrian Brady CMPRCA
Eulogy

Cath Brannan CMPRCA
Albion Drive

James Brown CMPRCA
Richmond Towers
Communications Ltd

Will Cairns CMPRCA
Bottle PR Ltd

Chris Calland CMPRCA
freuds

Esther Carder CMPRCA
Kingston Smith W1

Nathaniel Cassidy CMPRCA
3ManFactory

Jenny Caven CMPRCA
Slimming World

Jonathan Chandler CMPRCA
Reputation Inc Limited

Daniel Cinna CMPRCA
Markettiers

Christopher Coe FPRCA

Consultant

Jill Coomber CMPRCA

OneChocolate

Frankie Cory CMPRCA

Mischief

Martin Cresswell CMPRCANorth Essex Partnership University
NHS Foundation Trust**Ian Crowder CMPRCA**

The AA

Tallulah Cullen CMPRCA

Cow PR

Mark Dorey CMPRCA

Leeds Beckett University

Matthew Eagles CMPRCA

twentysix

Lisa Elliott CMPRCA

Lansons

Ian Farrow CMPRCA

Westco Trading Limited

Alex Fedorcio CMPRCA

Metropolitan Police Service

Sharon Flaherty CMPRCA

BrandContent

Richard Fogg CMPRCA

CCgroup

Simon Francis CMPRCA

Campaign Collective

Miles Freeman CMPRCA

Lexis

Dean Gallagher CMPRCA

Weber Shandwick

Dana Gloger CMPRCA

BT Group plc

Dee Goldstraw CMPRCAManchester Metropolitan
University**Cameron Grant FPRCA**

3x1 Public Relations

Sara Howard CMPRCA

Popcorn PR

Nicky Imrie CMPRCA

The PR Network

Gabi Ioan CMPRCA

Vodafone Group

Errol Jayawardene CMPRCA

Red Lorry Yellow Lorry

Ros Kindersley CMPRCA

JFL

Katie King CMPRCA

Zoodikers Consulting Ltd

Rebecca Lee CMPRCA

Dynamo PR

Claire Lewis CMPRCACNC - Communications and
Network Consulting**Anna MacLaren CMPRCA**

Lexis

Zsuzsanna Matyak CMPRCA

University of Westminster

Frank Marr CMPRCAA Marr + Associates Ltd. PR
and Marketing**Mike Maynard CMPRCA**

Napier Partnership Limited

Steve McCool CMPRCA

Macquarie Group

Paul McErlean CMPRCA

MCE Public Relations Ltd

John McKenna CMPRCA

AmpUp

Linsay Moore CMPRCA

Muckle Media

Lee Nugent CMPRCA

Nelson Bostock Group

Rachel O'Connor CMPRCA

Siren Communications

Olivia Orton CMPRCA

GSK Consumer Healthcare

Imogen Osborne CMPRCA

Question and Retain

Chris Owen CMPRCA

Grayling

Victoria Page CMPRCA

Claremont

Debby Penton CMPRCA

Wildfire

Kelly Pepworth CMPRCA

Speed Communications

Laura Petty CMPRCA

Richmond University

Mark Radvanyi CMPRCA

Accenture

Betsy Reed CMPRCA

Big Sky

Matt Reynolds CMPRCA

Vitreous World

Chris Rogers CMPRCA

The Whitehouse Consultancy

Jo Seymour-Taylor CMPRCA

Stir PR

Georgia Sibold CMPRCA

University of Westminster

Alex Singleton FPRCA

Circle Health

Clare Smith CMPRCAScottish Government
Communications**Ethan Spibey CMPRCA**

GK Strategy

Ed Stearns CMPRCA

Metropolitan Police Service

James Stibbs CMPRCA**Mark Stringer CMPRCA**

PrettyGreen Things LTD

Holly Sutton CMPRCA

Journalista

Gareth Thomas CMPRCA

Capella PR

Gillian Tong CMPRCA

MHP Communications

Jane Tonge CMPRCAManchester Metropolitan
University**Ros Trinick CMPRCA**

PLMR

Holly Tyzack CMPRCA

Bottle PR Ltd

Gloria Walker CMPRCAHult International Business
School**Zoe Ward-Waring CMPRCA**

Publicisity

Jonathan Weinberg CMPRCA

Ten14 Media

Sarah Weldon-Gamble CMPRCA

Advocate Angels

Laura Weston CMPRCA

iris

Danny Whatmough CMPRCA

Weber Shandwick

Mary Whenman CMPRCA

Calcredit Information Group

Amanda Williams CMPRCA

Storm Communications

Sophie Wilson CMPRCA

PHA Media

Nick Woods CMPRCA

Well Hello

Sarah Wrixon CMPRCA

Salix and Co

Lionel Zetter FPRCA

Zetter's Political Services

Donna Zurcher CMPRCA

Instinctif Partners

Fighting your corner

We provide an authoritative voice for the industry on key issues that relate to its financial and social wellbeing.

The Lobbying Act 2014 and the Register of Consultant Lobbyists remains a major focus for our industry. Our regular engagement with the Cabinet Office and the Registrar of Consultant Lobbyists has resulted in us achieving a major win: the fees for appearing on the register will no longer be increased, and the payment structure will remain as it is for the short to medium term.

The Scottish Government saw through their own Lobbying (Scotland) Act 2016 at the end of their parliamentary session earlier this year. Our lobbying work included roundtables, meetings with the relevant Minister, Joe FitzPatrick MSP, continued work with the civil servants handling this Bill, and engagement with the relevant Committee and its Chairman, Stewart Stevenson MSP. The result is an Act which empowers Parliament to create the Scottish Register of Lobbyists without draconic requirements such as financial disclosure.

This year also marks the first PRCA Gender Pay Gap Report. Following our 2015 work with PRWeek and Women in PR to gauge the industry's views on voluntary disclosure, we published our own pay gap as part of a guide on how members can gather and publish their own figures. Using up-to-date ONS workforce research, national analysis, and real-world examples in PR, the PRCA Gender Pay Gap Report allows our industry to systematically examine the problems and put in place solutions.

We represented the UK PR and Communications industry during the reviews of the Freedom of Information Act 2000 by the Labour Party. We defended the industry's position against calls for the Act to be limited and gave face-to-face evidence at the final session of Labour's own Review of the Act, speaking alongside Lord Beith, the Scottish Information Commissioner and the NCVO. No major changes were made to the Act which remains fundamental to parts of our industry.

We gave evidence to the Hodgson Review of Third Party Campaigning with 70% of our recommendations being accepted by the Review. The Government's suspension of the anti-advocacy contract clauses was a major win for campaigns, but our work to protect charity freedom of speech is not over. We will continue to press for reforms of the Lobbying Act, and work with the Electoral Commission to improve guidance given to campaigners.

Our previous work defending PR and communications from content licensing organisations like the NLA and CLA has saved the industry millions. This year, we continued that work by engaging fully with the CMA on influencer relations to ensure the new rules were fit for purpose. We continue to assist members when it comes to what is – and is not – required of them by content licensing organisations.

For more information, please contact nicholas.dunn-mcafee@prca.org.uk.

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Local understanding

How we've strengthened the voice of the PR industry across the UK.

Northern Ireland

A Lobbying Regulation and Networking event takes place in Belfast in April. The PRCA invites attendees to ask questions of Westminster's Registrar of Consultant Lobbyists Alison White and Head of Lobbying Regulation for Ireland Sherry Perreault. In October, Belfast sees the launch of the Digital PR and Communications Report 2016, featuring a panel discussion that includes Kieran Donnelly MPRCA, Director, Morrow Communications and Mark Whyte, Innovations Manager, Belfast Live. Paul McErlean CMPRCA, MD, MCE Public Relations Ltd, is Chairman of the Regional Group.

Scotland

The PRCA Scotland Group holds an event in April in Edinburgh with Barry Leggetter MPRCA, CEO, AMEC, to share his views on how best to use communications research and the refreshed Barcelona Principles 2.0 to drive business results. Also being hosted in Edinburgh is a live crisis simulation event. The DARE Awards for Scotland and Northern Ireland are held in Glasgow with big winners Smarts Communicate Scotland and Scottish Government Marketing picking up a total of five awards. Clare Smith CMPRCA, Chief Marketing Officer, Scottish Government, is the Chairman for Scotland.

The Midlands

The Midlands Group event entitled 'PR for the Future' sees Alison Clarke FPRCA and Adrian Wheeler FPRCA discuss what clients really want, how to use their language, and the importance of ethics in PR. The DARE Awards for the region take place on 6th July and see Willoughby Public Relations walk away with three awards. Katy Barden CMPRCA, Head of PR and Communications, NEC Group, is the Chairman of the Midlands Group.

The North

The North West Group hold an event entitled 'Invitation to TV and Brands', exploring maximising the opportunity of TV exposure as well as communications via TV. The panel includes individuals from PRWeek, Peel Media, Markettiers, BJL, and Weber Shandwick. Held in Manchester on the evening of 7th June, Viva & CANW win three awards at the PRCA DARE Awards 2016. Nathaniel Cassidy CMPRCA, Managing Director, 3ManFactory, is Chairman of the Group.

South East and East Anglia

Poppy Disney, blogger and founder of WIWT.com speaks at an event alongside Paul Sutton MPRCA, Independent Social & Digital Media Consultant, at an event titled 'A Decade of Digital Communications'. Katie King CMPRCA, MD, Zoodikers, is Chairman of the Regional Group.

South West

The PRCA DARE Awards event for the region takes place on 2nd June and sees Highlight PR walk away with three awards. The annual crisis simulation event takes place in the region on 30th November at which participants work together to manage the reputation of a brand during a simulated crisis. Kelly Pepworth CMPRCA, Managing Partner, Speed Communications, chairs the Regional Group.

Wales

The PRCA launched its Wales Group this year, and appointed Sharon Flaherty CMPRCA, Founding Director at BrandContent, as its chairman. The Group hosted the launch of the PR Census in June, and also hosted a panel discussion for the Digital PR and Communications Report 2016, which featured Owen Williams, Head of BBC Cymru Wales' social media portfolio and initiatives.

PRCA MENA

The code, which is applicable to all PRCA MENA members, requires members to observe the highest standards in the practice of public relations and communications.

PRCA MENA launched in Dubai on 8th March, 2016 to drive the sharing of best practice, engagement in world class training, raise industry standards, and allow members to network with like-minded professionals. It is the professional membership organisation which represents consultancies, in-house communications teams, and individuals in the United Arab Emirates, Qatar, Bahrain, Kuwait, Oman, Kingdom of Saudi Arabia, Egypt, Lebanon, Jordan, Cyprus, Tunisia, Algeria and Morocco.

PRCA MENA is chaired by MENA PR industry leader Loretta Ahmed FPRCA, CEO Middle East, Grayling.

Following its launch, PRCA MENA announced the first Young Lions PR competition in the region in partnership with Cannes Lions International Festival of Creativity 2016. The competition saw teams respond to a brief created by a charity over the course of 24 hours. The Golin MENA team of Baseem Ayache MPRCA and Anisha Sharma MPRCA won the MENA Young Lions PR Competition with their 'Mirror Mirror' campaign and went on to represent the region at the Cannes Lions International Festival of Creativity, sponsored by ICCO. They competed against 17 teams who were each tasked with creating a campaign to end food waste by retailers on behalf of the U.N. Sustainable Development Goals.

In September, PRCA MENA launched its Code of Conduct to uphold standards in the public relations and communications industry. The Code, which is applicable to all PRCA MENA members, requires members to observe the highest standards in the practice of public relations and communications.

List of PRCA MENA members:

- Absolute Communications
- Action Global
- Active DMC
- Brazen
- Edelman
- Fekra Communications
- Finsbury
- FleishmanHillard FZ-LLC
- Golin MENA LLC
- Grayling MENA LLC
- Hill & Knowlton Strategies MENA
- House of Comms
- In 2 Consulting
- Instinctif Communications DMCC
- Look Who's Talking PR
- Markettiers
- Matrix
- MCG Associates
- Ogilvy Mamac
- Plus One Communications
- Q Communications
- RAK Media Office
- Ras Al Khaimah Tourism Authority
- Sept PR
- Seven Media Middle East FZ-LLC
- Strateus Group
- Tish Tash
- TOH PR
- TRACCS
- Weber Shadwick FZ LLC
- White Water PR

For more information, please contact leanne.foy@prca.org.uk.

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The PR Apprenticeship

Apprenticeships in numbers

19

Average age of apprentices
at the start of the programme

81.6%

Completion rate

£12,912

Average annual salary

225

Number of apprentices to
come through the scheme
at the time of publishing

The PRCA remains the sole provider of the PR Higher Apprenticeship. The Higher Apprenticeship was set up in 2012, and offers individuals the chance to gain industry knowledge, personal development, and personal, transferable skills.

Regardless of social or economic backgrounds, PR Apprenticeships give talented individuals the chance to gain a qualification alongside on the job training by seasoned industry professionals.

The 'learn while you earn' scheme is unique and is designed to open up the sector to ambitious people who may not necessarily have gone to university. This Government-backed programme has facilitated the continuous professional development of hundreds of people who would otherwise not have had access to the PR and communications industry.

The 15 month diploma consists of both mandatory and optional units, all designed to give a holistic overview of the industry, encourage industry-learning, and give way to personal development. Units include writing press releases, conducting primary and secondary research, and creating personal relationships with influencers. 225 PR Apprentices have taken part

in the qualification since its launch in September 2012. 85% of these apprentices went on to be directly employed by their apprenticeship employer. These figures show just how many people the industry has gained through the PR Apprenticeship.

Laura Wilson MPRCA, Cambridge Constabulary, currently a PR Apprentice, is a finalist for the Apprentice of the Year Award and will go on to compete against other shortlisted individuals.

The PRCA took a stand at Skills London. Taking place in early December, Skills London is London's biggest jobs and careers event for young people. With over 30,000 visitors last year, the event allows individuals to find out more about PR and communications and the PR Apprenticeship in a fast-paced environment.

For more information, please contact seymour.pearman@prca.org.uk

Improving standards across the industry

Training in numbers:

568

Face-to-face courses over the last year

1,520

Face-to-face training attendees over the last year

221

Online courses over the last year

1,021

Online training attendees over the last year

Qualifications

Qualifications booked over the last year:

Advanced: 7
Diploma: 4
Online: 7
Foundation: 8
Total: 26

The PRCA training programme – part of our clear commitment to promoting excellence and best practice in PR and communications – continues to help our members excel.

We launched the PRCA Continuous Professional Development (CPD) Programme last year. PRCA CPD is open to all, whether you are a member or not, and is free to participate in with development options for every budget and career level. The programme recognises that the PRCA does not have a monopoly on training: it is open to all employers, all membership bodies, and all training providers. The CPD cycle begins the moment you sign up and it is possible to complete the programme without spending any money whatsoever.

The ICCO Global Diploma in PR and Communications also launched last year. It is the first of its kind, using worldwide knowledge and a collaborative approach to strengthen the industry. It is entirely online, interactive, covers a variety of skills, and is run by industry leaders who run their own consultancies or are global thought leaders in their own field.

There are now over 100 courses on offer with the clear aim to help you develop as a professional – whatever the stage of your career; whatever area you would like to improve on; and whatever new skills your role demands. Our courses have a practical focus: the skills, techniques, and best practice can be used with immediate effect upon returning to work. Both the individual and the organisation should benefit, and nothing is ever treated with a purely theoretical slant.

For more information, please contact masha.palos@prca.org.uk.

The following organisations currently run PR and Communications Academies:

- 3 Man Factory
- BIG Partnership
- Cloverdale Barclay
- Dynamo PR
- Eulogy
- Fanclub PR
- FleishmanHillard Fishburn (FUSE)
- Intelligent Conversation
- Iris Worldwide
- Government Communications Service

What we offer:

- **Face-to-face training** – we deliver every course we offer in London, with the 10 most popular of those also being offered at our national training centres in Bristol, Birmingham, Manchester, Edinburgh, and Belfast. Last year also saw us launch our newest training centre in Leeds.
- **Online training** – for those limited by distance or cost, the PRCA has developed a series of highly interactive 90 minute webinars. Delegates attend these sessions live online in a virtual version of a face-to-face training course.
- **Bespoke training** – any one of our courses can be tailored to the specific needs of your team and brought in-house.
- **Qualifications** – PRCA Qualifications have been designed to help give you and your staff a clear and structured programme of professional development.

PRCA PR and Communications Academies:

Organisations can also enrol for a series of bespoke training courses tailored to their specific needs, by setting up PR and Communications Academies.

- Instinctif Partners
- Peppermint Soda
- PLMR
- Q Communications (Qcademy)
- The Scott Partnership
- Viva PR
- Westbourne Communications



Benchmarking 2016

The estimated income of PRCA consultancies taking part in the survey was £390 million.

Launched in conjunction with Kingston Smith W1, the PRCA's Consultancy Benchmarking provides the definitive insight into the state of consultancies.

This year, 111 Managing Directors, 80 Finance Directors, and 82 HR Directors participated in this industry research which covers every aspect of a consultancy – from hourly rates by job level to over-servicing levels.

Our research covers small consultancies with a turnover up to £500k through to very large consultancies with a turnover of over £5 million.

This is the culmination of six weeks of fieldwork between April and June 2016 which involved hundreds of Managing Directors, Financial Directors and HR Directors.

The results were launched at the Golin offices in London in July 2016. The results were presented by Esther Carder CMPRCA, Partner, Kingston Smith; Bibi Hilton MPRCA, Managing Director, Golin; and Richard Houghton FPRCA.

The industry-leading research is only available to PRCA members and is provided for free to consultancies which contributed to the fieldwork.

At a glance:

- The estimated income of PRCA consultancies taking part in the survey was £390 million.
- We continued to see strong growth in Consumer, Celebrity, and B2B PR.
- New leads and pitches were mainly coming from current or past clients and recommendations.
- Average salary increases remained stable this year.
- The average over-servicing level dropped slightly this year but it remains a significant issue for the industry.
- A majority of agencies viewed staff retention as a critical or very important issue, therefore they are focusing on offering training and development opportunities to employees as a staff retention strategy.

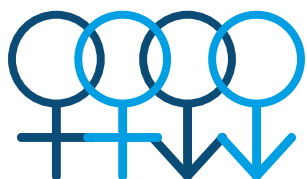
For more information, please contact nicholas.dunn-mcafee@prca.org.uk.

The PRCA's Groups



The PRCA runs 40 National, Regional, and Sectoral Groups, enabling members to come together to share best practice. PRCA Groups have held 75 events across the UK over the past year. Four new Sectoral Groups were launched last year, meaning that there are now even more ways for members to come together, learn and share:

The **Media Relations Group** brings together those needing to deliver high-end media engagement with prominent journalists from national newspapers and major broadcasters.



The **LGBT Group** brings together LGBT employees and allies to promote the human and business case for fully supporting the LGBT workforce.



The **Broadcast Group** showcases the best-in-class practices for broadcast on TV, radio and online. Come and join us for events with major broadcasters, agencies and brands as we explore the ever-changing world of broadcast communications.

The **Research Group** aims to provide PRCA members with access to tailored and relevant advice on best case research practices.



In addition, the PRCA also set up its **Wales Group**. The Wales PRCA Group brings senior PR and communications professionals together to share best practice, learn and network. The group is made up of both agency and in-house experts and welcomes new members from every sector.

To find out more about PRCA Groups, please contact souha.khairallah@prca.org.uk.

SECTORAL GROUPS

B2B
Broadcast
Business Development
Charity and Not-for-Profit
Consumer
Corporate
Creative
Crisis Communications
Digital
Diversity Network
Education
Entrepreneur
FD Forum
Green Room
Health
HR Forum
Independent Consultants
Investment Sector
LGBT
Media Relations
MIPAA
NextGen – London
NextGen – North West
NextGen – Scotland
Property Construction and Infrastructure
Public Affairs and Lobbying
Public Sector
Reputation
Research
Sports
Technology
Travel and Tourism
Women in PR

NATIONAL AND REGIONAL GROUPS

Northern Ireland
North West England
Midlands
Scotland
South East England and East Anglia
South West England
Wales
Yorkshire, Lincolnshire, and North East England



ICCO: The voice of international PR and communications

The International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world.

The International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world, representing national PR and communications trade associations in 48 countries across the globe from Europe, Africa, Asia, the Middle East, the Americas, and Australasia. Collectively, these associations represent over 2,500 PR firms. Maxim Behar is ICCO President, and Francis Ingham MPRCA is ICCO Chief Executive.

The 2016 ICCO Global Summit took place on 29th and 30th September in Oxford with the theme 'Talent, Inspiration, and Innovation - Creating the Consultancy of the Future'. Launched at the Summit were both the World PR Report, created alongside PRWeek, and the Global Gender Pay Gap Survey, created alongside Global Women in PR, a new Sector Group of ICCO.

ICCO continues to make its presence felt at Cannes Lions, once again sponsoring the Young PR Lions and hosting the House of PR Cabana, a venue which continues to be a hub for PR and communications practitioners during the festival. By working with Cannes Lions representatives, ICCO next year hopes to encourage even more individuals to take part in the Young PR Lions Award by helping with the rewording of the definition of PR and suggesting additional members for the judging panel.

2016 has also seen ICCO launch both its new Global Matchmaker service as well as a new Continuous Professional Development (CPD) Programme, both of which run alongside PRCA UK. The Global Matchmaker service helps connect brands and agencies with one another when looking to outsource work and the CPD Programme aims to ensure that all PR and communications practitioners continue to grow and learn in their careers.

For more information about ICCO, please contact charlene.corrin@iccopr.com

Matchmaker: Matching clients and agencies

Following a best practice process is important when selecting a PR and communications consultancy

The Matchmaker service - formerly known as 'FAPRA' (Find a PR Agency) - is specifically designed to help marketers, procurement professionals, business owners, and in-house communications teams when they are looking for PR and communications support, reviewing their PR and communications agencies, tendering contracts, or are seeking an agency for a project.

Additional support for agencies through Matchmaker include:

- **The Ideas Bank:**

Imitation may be considered the sincerest form of flattery, but not in our industry. This is why we created an option to keep a permanent record of your pitches; by registering an idea with our Ideas Bank before you even go in to pitch it!

- **Business Development:**

The Business Development Group will provide a combination of opinion, best practice materials, and insights to aid PRCA members in their business development activities.

- **Best practice guides:**

We have created best practice guides to support you with your business. From client/consultancy agreements to benchmarking your rate cards.

- **Non-Executive Directors:**

We have created a service to match agencies with seasoned professionals who are able to offer advice and insight to take your business to the next level. The service is powered by matchmaking consultancy BoldMove.

Clients include:

- Arden University
- Brenntag
- David Lloyd
- Habtys
- Ikano Bank
- LSL property services
- Michelin
- Morrisons
- Orange
- Oliver Wyman
- Chivas Brothers
- Travel Supermarket
- UCC Europe
- Wickes

"Spending the time looking for a reputable PR agency was halved thanks to Matchmaker. The service was free, efficient and we were able to select from a list of quality agencies."

Vanessa Clarke MPRCA

Director of External Communications,
Orange

To find out more please contact
richard.zetter@prca.org.uk.



Communications Management Standard

CMS facts:

175

CMS Passed Agencies

1/4

Quarterly CMS Briefing

86%

Average Pass Score

Perfectly tailored to modern business practices, the Communications Management Standard (CMS) represents the kitemark of professional excellence in our industry. Catering to demands and needs that are often unique to PR and communications, our CMS has different criteria for consultancies and in-house teams, and has been adopted by 17 international PR and communications professional bodies.

Consultancies which have attained this high standard within the past two years can take part in our Matchmaker service (formerly Find A PR Agency): clients who use this service do so because it guarantees the consultancies who win the work are ethical, effectively run, well-structured internally, and verified by both the largest PR association in Europe and external auditors.

The audit is conducted on a regular basis by Redfin Management LLP and ensures improvements across our membership. For consultancies, CMS reassures your clients and your employees that your business is not just properly run but run to the highest industry standard. For in-house, CMS works to strengthen the leadership and practices.

As the industry changes, so does CMS. With the launch of the PRCA Gender Pay Gap Report in October 2016, the diversity area of CMS will now include gender pay gaps. In addition to this, the PRCA will expand CMS by making it available to MENA members, ICCO members, and online.

CMS is based on ISO 9001 and Investors in People and was updated in 2005, 2012 and 2014.

Consultancy: nine business areas:

- Leadership and Communications
- Business Planning
- Business Improvement
- Financial Systems
- Campaign Management
- Client Satisfaction
- People Management
- New Business
- Diversity

In-house: eight business areas:

- Leadership and Communications
- Business Planning
- Business Improvement
- Budgetary Management Systems
- Project Management
- Monitoring Satisfaction
- People Management
- Diversity

The PRCA's partners

The PRCA has a number of carefully-chosen partners. These organisations are leading providers of services to the PR industry, with a proven track record of delivering value to PR consultancies. The PRCA recommends the following businesses:

The Amber Group is a training, development and communications consultancy. We help our clients to achieve their business goals by ensuring that they have the most effective communications and marketing programmes in place and that their people are given the right training, development and tools to make a real difference to the company's performance.

Contact: Richard Baines
Telephone: +44 (0)7768 145572
Email: richard@ambergroup.net
Web: www.ambergroup.net/

Avison Young is a leading commercial property and workplace consultancy, helping organisations maximise their profitability and cash flow through a sophisticated approach to property management.

Contact: Iain Rackley
Telephone: +44 (0)1494 540 008
Email: iain.rackley@avisonyoung.com
Web: www.avisonyoung.com

Capstone Hill Search Ltd is a specialist search and selection consultancy, founded and led by PR and communications and recruitment industry experts. Offering bespoke Contingency and Retained search services designed to meet the specific needs of each individual client, we service the PR and communications industry in the UK, Asia, Australia and the Middle East.

Contact: Alex Robinson
Telephone: +44 (0) 20 7182 4219
Email: alex@capstonehillsearch.com
Web: www.capstonehillsearch.com
Twitter: @capstonehill

Conversis is a leading supplier of translation and localisation services and in 2015, was shortlisted for a Lloyds Bank National Business Award for Customer Focus. In the past decade, Conversis has become world

renowned for supplying accurate and timely translated and localised copy to clients in the UK and abroad, providing not just specialist information and expertise but also peace of mind. With a strong reputation for building solid client relationships and offering support through regulatory and compliance challenges, Conversis' specialisms cover website translations, desktop publishing, international marketing, medical translations, international research, transcreation, audio dubbing and subtitling.

Contact: Elena Arau
E : elena.arau@conversis.com
T : +44 (0) 1869 255 820
W : www.conversis.com

Cubit Technology is London's leading IT support provider for PR agencies. PRCA award winners ranging from 5 to 65 staff rely on us to maintain their IT networks and communications systems.

Contact: Ralph Harrison
Telephone: +44 (0) 845 838 7132
Email: ralph@cubittech.com
Web: www.cubittech.com

PR and communications firms need back office control and front office flexibility for a fast-paced, digitally driven and international world. **Deltek** is a global software company with a track record of realising results for companies like yours. We work relentlessly, day in, day out, to ensure our projects deliver improved profitability, growth and cash flow for our customers.

Contact: Kylie Webb
Telephone: +44 (0) 20 7518 5010
Email: KylieWebb@deltek.com
Web: www.deltek.co.uk

Kantar Media is a media intelligence company providing media monitoring, analysis and forward planning services to support PR and external communications activity.

Contact: Penny Anderson
E : penny.anderson@kantarmedia.com
T : +44 (0) 207 264 4808
W : www.kantarmedia.com/uk

Specialist accountants **Kingston Smith W1** are based in the West End, a hub for creative businesses. They are leading marketing services and media

accountants, whose tax and business advisers focus exclusively on advising creative, communications and consulting businesses.

Contact: Esther Carder
Telephone: +44 (0) 20 7304 4646
Email: ECarder@kingstonsmithw1.co.uk
Web: www.kingstonsmithw1.co.uk

Lewis Silkin is a commercial law firm based in London, Oxford and Cardiff. The firm has particular expertise in Advertising and Marketing; Technology; Brand Management; Employment; Reward and Immigration; Corporate and Commercial; Real Estate and Regeneration; and Litigation and Dispute Resolution.

Contact: Sian Gale
Telephone: +44 (0) 20 7074 8364
Email: PRCA@lewissilkin.com
Web: www.lewissilkin.com

Michael Murphy & Ltd is a business improvement advisory firm specialising in the marketing services and communications sector, providing a full range of non-executive, advisory and business development services. We use our decades of global experience to bring a practical and reassuring approach that empowers organisations to change and adapt, become more efficient and profitable and achieve their business objectives.

Contact: Michael Murphy
Telephone: +44 (0) 844 409 6707
Email: michael@michaelmurphyand.com
Web: www.michaelmurphyand.com

Most people in the UK have spoken to **Money Penny** – but few people realise it. Born in 2000, we lead the UK Telephone Answering Service and Outsourced Switchboard market with respect to our size, quality of service and our technology, looking after more calls for more businesses than any other company.

Contact: Jess Edwards
T : +44 (0) 345 123 3700
E : jess.edwards@moneypenny.co.uk
W : www.moneypenny.com

Outbrain is the world's largest content discovery platform, bringing personalised, relevant online, mobile and video content to audiences while

helping publishers understand their audiences through data. Outbrain serves over 190 billion personalised content recommendations every month and reaches over 561 million unique visitors from across the globe. Outbrain's expansion to some of the web's largest global properties is a reflection of its rapid growth and its successful innovations in supporting a new era of digital publishing.

Contact: Faye Liddle

Telephone: +44 (0)203 301 2523

Email: fliddle@outbrain.com

Web: www.outbrain.co.uk

Passle is a digital marketing solution that puts content back where it belongs: in the hand of experts. Unlike conventional blogs, Passle's software facilitates on-the-go commentary with professional looking results that can be customised to fit your brand message. Passle turns busy experts into recognised thought leaders.

Contact: Ben Hammersley

E : ben@passle.net

T : +44 (0) 208 004 0119

W : home.passle.net/

Paprika As specialist suppliers of job costing and accounting software within the public relations industry, Paprika provides a central resource for all your agency data. Paprika software joins up all departments of an agency, enabling agency staff to gather clear financial insights and make informed decisions. Paprika has more than 30 years' experience working within the marketing and communications sector. Collaborating with PR agencies of all sizes, their software is used in over 20 countries and is available in 6 language versions; English (UK, US and Australian), French, German, Italian, Spanish and Portuguese.

Contact: Jen Keyword

Telephone: +44 (0) 1732 811 600

Email: JenK@paprika-software.com

Web: www.paprika-software.com

PressPage is the ultimate news CMS that integrates seamlessly within every existing website. PressPage is the place where press releases, blogs, case studies, video releases, articles, digital imagery and more can be easily searched, accessed and interlaced with social activity, social sharing, and other engagement triggers.

Contact: Roel Cozijnsen

Telephone: 07990 703 412

Email: r.cozijnsen@presspage.com

Web: www.presspage.co.uk

PR Newswire pioneered the news and press release distribution industry nearly 60 years ago via the Wire. Today we still provide global distribution of news and content through our partnerships with news associations but with additional integrated solutions for today's real time, multimedia-led conversational media.

Contact: Ashish Jethwa

Telephone: +44 (0) 207 454 5228

Email: ashish.jethwa@prnewswire.co.uk

Web: www.prnewswire.co.uk

At **PRWeek** our aim is simple: to offer all the key news, analysis, data and opinion about the PR industry in the UK, US and Asia.

Read by leading decision makers within the PR sector, our brand has a proud history of breaking exclusives, offering in-depth analysis from the best commentators in the business and organising an annual awards, known as the 'Oscars' of the industry.

PRWeek also publishes intelligence crucial to the industry, including PRWeek Power Book and the Global Agency Business Report. An events portfolio sees PR's leading experts present case studies and thought leadership to audiences from all industry sectors.

The annual PRWeek Awards honour the best campaigns, companies and people in the industry, while our annual global conference, roundtable events, webcasts and other forums are tailor-made to help professionals exchange ideas and share best practices.

Contact: Graham Naughton

E : graham.naughton@haymarket.com

T : +44 (0) 208 267 4867

W : www.prweek.com

Vision FR is a Bespoke Financial Recruitment & Search specialist supplying financial team members at all levels. Vision FR is run by industry specialists who understand what it is like to be an accountant on the client side, our aim is to match great talent to great agencies within the marketing services arena. We are friendly, consultative and knowledgeable and pride ourselves in our distinctive approach.

Contact: Deborah Broadbent

Telephone: +44 (0)7866 618 763

Email: deborah.broadbent@visionfr.co.uk

Web: www.visionfr.co.uk

Vitreous World is an independent market research consultancy offering tailored insight and data services for PR and Communications clients. Our mission is to create an environment where all elements of our research delivery are completely transparent and accountable. Utilising all the available quality control measures and industry best practices, we enable our clients (Vitreous World citizens) to focus on their core aims whilst safe in the knowledge the data delivered will stand up to scrutiny. All services are responsibly sourced and managed by our in house team of impartial, quality research professionals.

Contact: Matt Reynolds

E : matt.reynolds@vitreousworld.com

T : +44 (0) 203 764 2638

W : www.vitreousworld.com

YouGov is an international, full service market research agency, offering added value consultancy, qualitative research, field and tab services, syndicated product offers, fast-turnaround omnibus, social media analysis and SixthSense market intelligence reports.

Contact: Andrew Farmer

Telephone: +44 (0)20 7012 6000

Email: andrew.farmer@yougov.com

Web: www.yougov.com

The PRCA Awards programme

The PRCA hosts a range of awards programmes throughout the year, celebrating the best in PR, communications and public affairs. Please see below a list of our awards events. The PRCA welcomes sponsorship opportunities for all of these awards programmes - please contact sue.reynolds@prca.org.uk for more details.

PRCA City and Financial Awards

Taking place in February, the PRCA City and Financial Awards are held by the PRCA in support of the City of London Company of Public Relations Practitioners. The Awards recognise the talent and impact of individuals, teams and campaigns from the best of the City and Financial PR and communications industries. Attended by the key players in the world of City and Financial PR and communications, the Awards are a fantastic opportunity to showcase the great work carried out by city and financial PR industries. It enables you to increase your brand awareness and reputation within this crucial sector of the industry.

For more information about the PRCA City and Financial Awards, please contact leo.fedorcio@prca.org.uk.

PRCA Digital Awards

Taking place in April, the PRCA Digital Awards recognise excellence in the field of digital PR and marketing.

For more information about the PRCA Digital Awards, please contact leo.fedorcio@prca.org.uk.

DARE Awards

Taking place between May and July, the DARE Awards recognise excellence within each of the key regions and nations of the UK from practitioners working in both consultancy and in-house environments. There are five ceremonies of the DARE Awards, covering Scotland and Northern Ireland, the South East, the South West and Wales, the North and the Midlands.

For more information about the DARE Awards, please contact leo.fedorcio@prca.org.uk.

PRCA/PRWeek Internships Awards

Taking place in July, the awards are the latest step in the PRCA and PRWeek's work to improve standards and celebrate excellence in both PR internships and for the interns themselves. There are two categories: Best Internship Programme and Best Intern.

For more information about the Internships Awards, please contact neha.khatwani@prca.org.uk.

Reginald Watts Prize for Insight

This annual prize recognising thought-leadership, writing and forethought, sees young participants challenged to write thought-provoking essays on the PR and communications industry.

For more information about the Reginald Watts Prize for Insight, please contact neha.khatwani@prca.org.uk.

PRCA National Awards

Taking place in November, these are the awards for the PR industry, by the PR Industry. The PRCA Awards recognise the talent and impact of individuals, teams and campaigns from the best of the UK and International PR Industries. Attended by 800+ key players in the world of PR and communications, the PRCA National Awards are the premier awards for the UK PR industry.

For more information about the PRCA National Awards, please contact leo.fedorcio@prca.org.uk.

The UK Public Affairs Awards

Taking place in December, the UK Public Affairs Awards are the only awards of their kind, recognising that lobbying is not something that is just done by multi-client agencies, but also by in-house individuals and teams, charities, pressure groups, NGOs and trade unions.

For more information about the UK Public Affairs Awards, please contact nicholas.dunn-mcafee@prca.org.uk.



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Meet the team

Working to serve the PR and communications industry

Leadership

Francis Ingham is the PRCA Director General. He heads up the PRCA team and has responsibility for setting the organisation's strategic direction. He is also Chief Executive of ICCO.

E: francis.ingham@prca.org.uk
T: 020 7233 6026

Membership

Steve Miller is the PRCA Membership & Partnerships Director. Alongside managing the membership and business services team, he also oversees membership recruitment and retention. Steve also manages our Partnership Programme.

E: steve.miller@prca.org.uk
T: 020 7233 6026

Henry Redshaw is the PRCA Membership Manager. He looks after our consultancy and in-house members, meeting with them, expanding on the benefits and bringing them on board.

E: henry.redshaw@prca.org.uk
T: 020 7233 6026

Souha Khairallah is the PRCA Groups Manager. She manages all of the PRCA Sectoral, Regional and National Groups.

E: souha.khairallah@prca.org.uk
T: 020 7233 6026

Sue Reynolds is the PRCA Commercial Specialist. She manages all of the PRCA's commercial relationships.

E: sue.reynolds@prca.org.uk
T: 020 7233 6026

Hasnath Kalam is PRCA Membership Administrator. He specifically looks after our Individual members which includes freelancers, graduates and students.

E: hasnath.kalam@prca.org.uk
T: 020 7233 6026

Mary Davoudi is the PRCA's Engagement Officer. She manages all of the PRCA's Partner University member accounts, student events and study visits. She also manages the PRCA's Research Group.

E: mary.davoudi@prca.org.uk
T: 020 7233 6026

Richard Zetter is the PRCA's Business Services Officer. His main role is to manage the suite of business services, which includes Matchmaker, the Communications Management Standard (CMS) and PRCAxtra.

E: richard.zetter@prca.org.uk
T: 020 7233 6026

Communications, Marketing and Events

Matt Cartmell is the PRCA Communications, Marketing & Events Director. He oversees the Association's communications, policy agenda and wider external relationships.

E: matt.cartmell@prca.org.uk
T: 020 7233 6026

Isobel Arrowsmith is the PRCA Communications Assistant. Her main roles are to oversee the association's social media outputs and develop content for use across its platforms.

E: isobel.arrowsmith@prca.org.uk
T: 0207 233 6026

Nicholas Henry Dunn-McAfee is the Head of Public Affairs, Policy and Research. As well as the wide-ranging research and policy guidance we produce, he is responsible for our public affairs and lobbying activities, focusing on the Lobbying Act 2014. Nicholas also manages the PRCA Public Affairs and Lobbying Group.

E: nicholas.dunn-mcafee@prca.org.uk
T: 020 7233 6026

Neha Khatwani is the Public Affairs, Public Policy and Research Executive at the PRCA. She works on PRCA campaigns such as the Intern Campaign and #30days Campaigns and the PRCA's wider public affairs and public policy work.

E: neha.khatwani@prca.org.uk
T: 0207 233 6026

Andrew Comber is the PRCA's Graphic Designer. He creatively oversees the PRCA's print and digital advertising, publication design, infographics, general marketing and promotional material.

E: andrew.comber@prca.org.uk
T: 020 7233 6026

Leo Fedorcio is the PRCA Events Manager. He manages all of the PRCA's networking events including expert briefings, master classes, member drinks, as well as the PRCA DARE and National Awards.

E: leo.fedorcio@prca.org.uk
T: 020 7233 6026

Tilly Trinder is the PRCA Marketing & Events Assistant, supporting the management of events and website development.

E: tilly.trinder@prca.org.uk
T: 020 7233 6026

Training and Qualifications

Masha Palos is the PRCA Training and Professional Development Director. She delivers the PRCA's extensive training programme, co-ordinating the training team's marketing and communications, ensuring that you are kept up to date with the very latest training news, special offers, and information on webinars.

E: masha.palos@prca.org.uk
T: 020 7233 6026

Seymour Pearman is the PRCA's Talent and Professional Development Manager. He manages all aspects of the day to day running of the PR Apprenticeship programme, including quality assurance, compliance and the management of the assessors, along with wider business development activities and promotion of the PR Apprenticeship to both employers and learners.

E: seymour.pearman@prca.org.uk
T: 020 7233 6026

Dami Ahmed is the PRCA Digital Training Executive. She organises the PRCA's online training courses and maintains the training department's website and social media pages.

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Stephanie Umebuani is the PRCA's Talent & Professional Development Executive and Apprenticeships Specialist. She manages all aspects of our PR Apprenticeship recruitment, outreach activities to engage schools and learners along with the promotion of the PR Apprenticeship to members.

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Iman Spearman is the PRCA's Talent and Professional Development Executive. Her main roles are to manage and prepare training functions at the PRCA; and liaising with trainers on courses, coordination of all training paperwork and set up of courses.

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ICCO

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