

PRCA Sponsorship Opportunities 2016

About Us

Founded in 1969, the PRCA is the largest PR association in Europe, representing 18,000 people working in agencies, in-house or as freelancers. We also run The International Communications Consultancy Organisation (ICCO) - the voice of public relations consultancies around the world. The ICCO membership comprises national trade associations in 32 countries across the globe: from Europe, Africa, Asia, the Americas and Australasia. Collectively, these associations represent over 2,500 PR firms.

We promote all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

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.

Sponsorship offer

Seeking a way to promote your services within the PR and communications industry? Want to have the PR industry talking about you?

Wait no more, associate your organisation with the professional body that represents UK PR consultancies, in-house communications teams,

PR freelancers and individuals all across UK and beyond!

We are the voice of the industry and therefore have continual exposure in the press and online.

Associating your products and services with the PRCA's offer:

- **Increased awareness**
- **Enhanced reputation**
- **Senior level networking**
- **Sales uplift**

The PRCA is always interested in discussing sponsorship opportunities with you. There are many ways to get involved with us and the next few pages cover packages from our main events and activities throughout the year. However, we are very flexible and are keen to look at any suggestions and proposals.

To discuss any of these opportunities please contact Henry Redshaw on 020 3763 1992
henry.redshaw@prca.org.uk

February

City and Financial PR Awards

The City and Financial PR Awards are a joint venture between PRCA, Europe's largest PR Professional Body, and the Guild 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 industries.

Attended by over 150 key players in the world of City and Financial PR and communications, the Awards are a fantastic networking opportunity enabling you to increase your brand awareness and reputation within this crucial sector of the industry.

CATEGORY SPONSORSHIP PACKAGE

£3,500 per category

- Best M&A Campaign
- Best IPO Campaign
- Best change Management Campaign
- Best Financial Services Communications ... Campaign
- Best Strategic Communications Campaign
- Best Crisis Communications Campaign
- Best Social Media Campaign
- In-house Team of the Year
- Agency of the Year

- Your Company logo to appear on all promotional literature including the call for entry flyer, the event ticket and the book of the night/programme on the night
- Your Company logo to appear on all HTML email shots sent to encourage the submission of entries and booking of tables
- Pre-event branding on the website – your logo will be displayed within the dedicated 'Sponsors' area. On provision of a URL address this logo can be linked to your Company website
- Announced as an official sponsor via Twitter Accounts to over 16,500 followers
- Continued acknowledgement of involvement through social media channels (twitter, LinkedIn, Facebook)
- Attendance to the Judges' Drinks Reception

On the Night

- A table of ten at the Awards Ceremony (worth £2,000+VAT)
- Branded poser table at the champagne reception on the evening
- Your Company logo to appear within the AV production at the event in rotation with all other sponsors during the sponsors logo loop (during the drinks reception, then through dinner)
- Verbal sponsorship acknowledgement/announcements of your Company via the evening's compere

- Exclusive category sponsorship of one category
- A senior representative from your Company to present your category trophy to the winner on stage
- A one page advert in the programme/
Book of the Night (*subject to the timing of your signed agreement)
- Your Company logo to appear on appropriate signage and by your sponsored category in the programme/ Book of the Night
- Continued acknowledgement of involvement through social media channels (twitter, LinkedIn)

Post-Awards

- Branding as the sponsor of your specific category on the 'Winners' page of the website
- Post-event branding on website – your logo will be displayed within the dedicated 'Sponsors' area until the website is updated for the next awards. On provision of a URL this logo will be linked to your website
- Continued acknowledgement of involvement

through social media channels (twitter, LinkedIn) for two weeks after the awards ceremony.

HEADLINE SPONSOR

From £10,000

In addition to the 'category sponsor' benefits,

the headline sponsor of the City and Financial PR Awards package includes:

- 'City and Financial PR Awards in association with (your company name/logo)' wherever City and Financial PR Awards are mentioned
- Sponsorship of two categories of your choice
- Two prominently positioned tables (of ten) at the awards ceremony
- Exclusive drinks reception area
- 2 mirrors reserved for the Headline Sponsor in the Main Entrance area
- Logo appearing on the top of the tables
- An additional full page advert in the programme/ Book of the Night (x2 adverts or a DPS in total)
- 1x advert in the Guest Directory

CORPORATE MEDIA SPONSOR

£7,500

2nd Title sponsorship of the City and Financial PR Awards

City and Financial PR Awards Media Sponsor for 2015 with your logo appearing along with our headline sponsor

PRCA CAREERS EVENT

The PRCA's Careers Event is the leading conference for young people with an interest in joining the PR and communications industry. We expect attendance from around 100 young people from between 16 to 20 years of age, including sixth formers, undergraduates and graduates.

The event will take place as part of the UK-wide National Careers Week, backed by the National Careers Service.

The event will be split across two rooms, with one room containing a half-day conference featuring speakers giving insights, tips and inspiration to attendees on careers in public relations. In the other room there will be space for around eight exhibitors. Sponsors will have the opportunity to meet young talent, hungry to work in PR. Conference sponsorship - £750

All of the points listed below are included in the sponsorship of the PRCA's Careers Event.

- A stand in the exhibitor area
- Two banners in the exhibitor area
- Two tickets to the event itself
- Your company logo on the programme
- Your company logo on the AV production
- Acknowledgment through PRCA Twitter account with 18,000+ followers
- Your company logo on the PRCA website
- Your company logo on promotional literature
- Your company logo on post-event digital content
- Verbal recognition on the day logo



May to July

DARE AWARDS

The DARE Awards recognise excellence within each of the key regions and nations of the UK from practitioners working in both a consultancy and in-house environment. From May to July, the PRCA organises 5 ceremonies of the DARE Awards to celebrate the best of the best in PR around the UK.

DATES

Scotland & Northern Ireland –May

South West & Wales –June

Midlands –June

North –June

South East & East Anglia –July

REGIONAL PACKAGE

£1,000 per region

- Exclusive category sponsorship
- 2 x tickets for the awards ceremony
- Company logo by your category in the Book of the Night
- Announced as category sponsor via PRCA digital media (@PRCA_UK Twitter account, website)
- Branded table at drinks reception
- Senior representative to present a trophy
- 1 page advert in the Book of the Night
- Company logo on the AV production on stage

- Verbal acknowledgment via the evening's compere

HEADLINE PACKAGE

£2,500 for 1 award ceremony / All 5 awards ceremonies for £10,000

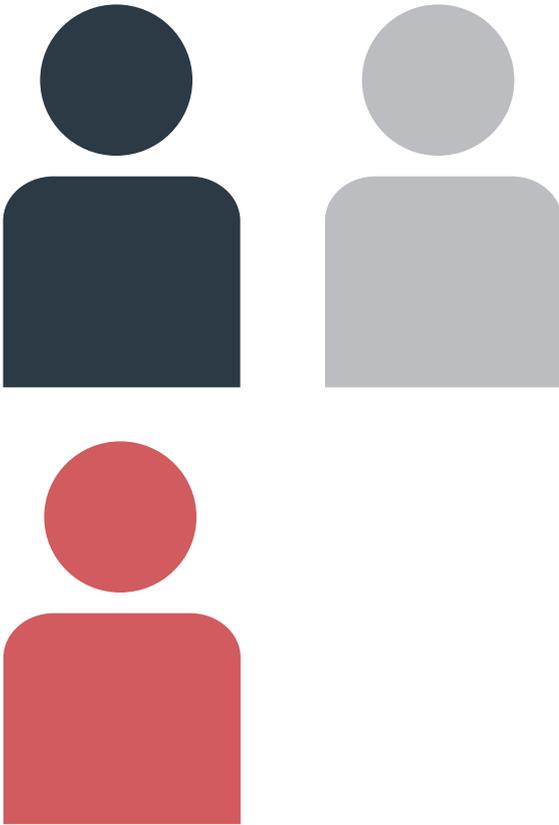
- Official release to announce our headline sponsor
- 4 tickets for all awards ceremony
- Exclusive 'Consultancy of the Year Award' sponsorship
- Senior representative to present two trophies on stage
- Your company promotional flyer/product/ small advert on all dining tables
- Whenever sponsors are mentioned, announced first and as the headline sponsor
- Only sponsor logo on the front cover of the Book of the Night (+1 page advert)
- Banner at the entrance door
- Central spot for the branded table at the drinks reception
- Exclusive headline title

July

PRCA/PRWeek PR Internships Awards

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. The awards conclude the joint PRWeek/PRCA PR Internships for All (PRIFA) initiative, which focused on bringing more young people from diverse backgrounds into the PR industry at entry level.

There are two categories: Best Internship Programme and Best Intern.



Headline sponsorship - £2,000

- The headline sponsor will be name-checked '... in association with (your company name/logo)' in all PR Internships Awards written material such as website copy, press releases and newsletter articles
- Your Company logo to appear on all HTML emailshots sent to encourage the submission of entries and attendance at the event
- Pre-event branding on the awards website with a link to your website
- Branding as headline sponsor on the 'Winners' page of the website
- Announced as headline sponsor via the @PRCA_UK Twitter Account to over 15k+ followers
- Continued acknowledgement of involvement through social media channels (twitter, LinkedIn)
- Six tickets to the ceremony in July
- A senior representative from your company to present a trophy to the winner in the Best Intern category
- Your company logo to appear within the AV production at the event in rotation with PR Week and PRCA logos during the sponsors logo loop (during the drinks reception)
- Verbal sponsorship acknowledgement/announcements of your company via the evening's compere

July

The PRCA Summer Boat Party

This is the summer showcase event for the PRCA, with over 200 PRs on-board. The event offers PR professionals to meet with each other; making new connections and strengthening existing relationships.

Drinks, music from a live band, disco, networking and a BBQ all enjoyed while taking a tour down the Thames past iconic London sights

Sponsoring the boat party provides an opportunity for your organisation to increase its visibility and standing within the industry. The sooner you get involved with the event, the greater your profile within the industry.

The evening is a fantastic opportunity to meet potential clients. With a captive audience of over 200 PR professionals on-board, it's a great way to consolidate existing relationships and to make new ones.

When: July 2016

Where: The Erasmus will depart from the Festival Pier at 7pm, mooring back into Waterloo at 11pm

Headline sponsor - £2,000

- The headline sponsor will be name-checked '... in association with (your company name/logo)' in all Summer Boat Party written material such as website copy, press releases and newsletter articles
- Your Company logo to appear on all HTML emailshots sent to encourage attendance at the event
- Pre-event branding on PRCA event booking page
- Announced as headline sponsor via the @PRCA_UK Twitter Account to over 15k+ followers
- Continued acknowledgement of involvement through social media channels (twitter, LinkedIn)
- Placement of banner stands on-board the boat
- Distribution of marketing collateral/promotional items on the tables
- 4 Complimentary tickets
- Verbal references on the night from the DJ

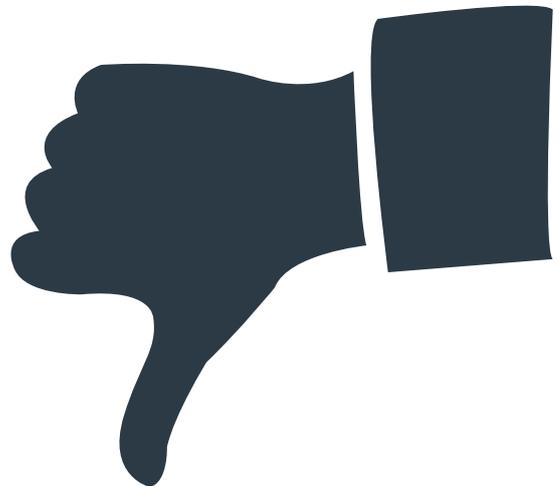
September

NATIONAL CONFERENCE

Held in **September**, at BAFTA on Piccadilly, the PRCA National Conference 2016 is the leading conference for the PR and communications industry. The conference will cover themes such as reputation, digital innovation and communications strategy. We have up to 10 corporate sponsorship opportunities available.

Conference sponsorship £4,000

- Company logo on the programme
- Company logo on the AV production
- A stand in the lunch area
- 2 banners in the lunch area
- Acknowledgment through social media
- 2 tickets to the event itself
- Company logo on website
- Logo on promotional literature
- Logo on post event literature
- Verbal recognition on the day.



November

PRCA NATIONAL AWARDS

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 a fantastic networking opportunity enabling you to increase your brand awareness and reputation within the industry.

Category sponsorship
From £5,000-£6,500 +VAT
Pre – Awards

- Company logo on all promotional literature (call for entry flyer, ticket, Book of the Night)
- Company logo on HTML emailshots
- Announced as category sponsor on PRCA digital media (website, PRCA_UK twitter account and LinkedIn)
- Attendance to the 2016 Judges' Drinks Reception

Awards Night

- Table of ten at the Awards Ceremony
- Branded poser table at the champagne reception
- Company logo to appear within the AV production
- Verbal sponsorship acknowledgment via the evening's compere
- Exclusive category sponsorship of one Award

- Senior representative to present a trophy on stage
- 1 page advert in the Book of the Night Post-Awards
- Branding as the sponsor of your specific category on the 'Winners' page of the website
- Logo displayed on awards.prca.org.uk until the website is updated for the 2016 Awards
- Continued acknowledgement of involvement through social media channels

Headline sponsorship

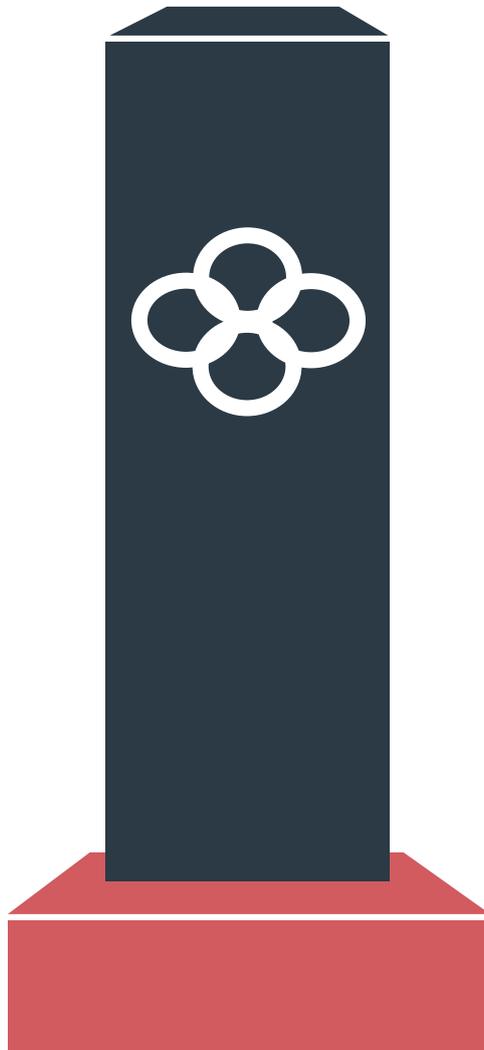
£15,000

In addition to a 'category sponsor' package, the headline sponsor of the PRCA Awards package includes:

- 'PRCA Awards in association with (your company name/logo)' wherever PRCA Awards are mentioned
- Sponsorship of two categories of your choice
- Two prominently positioned tables (of 10) at the awards ceremony
- Exclusive drinks reception area
- 2 mirrors reserved for the Headline Sponsor in the Main Entrance area
- Logo appearing on the top of their tables
- An additional full page advert in the programme/Book of the Night (x2 adverts or a DPS in total)
- 1x advert in the Guest Directory

Bespoke packages

We can create bespoke sponsorship packages including ***Corporate Media sponsor, Champagne reception sponsorship, Games room sponsorship, entertainment sponsorship, plus any other ideas***



December

THE PUBLIC AFFAIRS AWARDS 2016

Politics is interesting once again. The only one of its kind, these awards recognise 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.

Lobbying flourishes in liberal democracies where elections make a real difference to policy choices and where a change of government is a realistic prospect. That is why the public affairs industry is thriving in Westminster, Edinburgh, Cardiff and Belfast – and in Brussels and Washington, too.

We have increased this year's awards to 20 categories – one for every field of lobbying.

Category sponsorship - £2,000:

- In House Professional of the Year
- In House Team of the Year
- Corporate Campaign of the Year
- Trade Body Campaign of the Year
- Voluntary Sector Campaign of the Year
- Public Sector Campaign of the Year
- Consultancy of the Year
- Consultant of the Year
- Consultancy Campaign of the Year
- Best In House Consultancy Collaboration

- Best Campaign in Scotland
- Best Campaign in Wales
- Best Campaign in Northern Ireland
- Best EU In-House Campaign of the Year
- Best EU Consultancy Campaign of the Year
- Think Tank of the Year
- Social Media Campaign of the Year
- Party Conference Event of the Year.
- The Outstanding Contribution category, with the winner selected by the judges.

Sponsor a category; the night itself, or the drinks reception. We have a number of opportunities to associate your organisation with this thriving sector.

Benefits of sponsorship are:

- Company logo on the book of the night
- Company logo to appear on the AV production at the awards
- Acknowledgment of involvement through social media channels
- Branding on website
- Two tickets to the event
- Logo on promotional literature
- Logo on post event literature

Other Commercial activities...

Events:

- **Monthly Members Drinks** - PRCA Member Drinks are a great opportunity for you to put your brand across as members meet for an informal networking session, a popular event reaching a large cross section of our membership. £12,000 per annum.
- **Individual member drinks** – Our Individual members drinks are a great opportunity for you to put your brand across to our individual members, these are highly motivated individuals running as sole traders or contractors. £2,000 per annum
- **Half-day Conferences (quarterly)** – Conferences covering a range of topics perhaps a chance to put your name to a series of related topics within your area of expertise. £5,000 per annum
- **Insight Conferences** – A series of conferences across the UK delivering thought provoking subjects. £4,000 per annum
- **PR Leaders Lunches** – The crème of the industry meeting monthly to network with each other, developing contacts and sharing best practise. £10,000 per annum
- **PR Leader Breakfasts** - The crème of the industry meeting monthly to network with each other, developing contacts and sharing best practise. £10,000 per annum
- **PMQs drinks** – Public Affairs members meeting to discuss the topics raised on PMQ's and trying to predict the fallout from them. £4,000 per annum
- **PA Leaders Lunches** – The leaders of Public Affairs companies meeting to discuss the latest developments from Westminster. £8,000 per annum

Publications:

- **Annual Report** - The PRCA's annual report, an opportunity to associate with the leading association for PR professionals, writing an introduction to the report with full page adverts running throughout. Sponsorship - £5,000 p.a
 - **PR Census** - The census for PR professionals, read by everyone associated with the sector, a readership of some 100,000 individuals. Sponsorship - £5,000 p.a
 - **Consultancy benchmarking report** – The go-to report for the entire industry giving a detailed outlook on the profile of PR and all that is associated with it. Sponsorship - £15,000 p.a
 - **In-house benchmarking report** – A look at how In-House PR functions operate and the standards within them. Sponsorship - £2,000 p.a
 - **Directory (online)** – A complete list of all our members, giving details of location, specialities and much more beside. Sponsorship - £5,000 p.a
 - **Quarterly Barometer** – A brief overview of what's happening within the sector. **Sponsorship - £2,000 p.a**
 - **Thought leadership publications** – A series of publication posing questions and answering them on thought provoking subjects. **Sponsorship - £4,000 p.a**
 - **Training and qualifications brochure** – Our courses are recognised as industry leading and have a growing reach within the sector and beyond. **Sponsorship - £5,000 p.a**
- Other opportunities:**

- **Douglas Smith Prize** –The PRCA prize, launched last year, recognises the best young person working in public affairs and lobbying. The award, which is named in memory of the late PRCA founding Fellow Douglas Smith, is accompanied by a £500 prize fund.

Sponsorship - £1,000 p.a

- **Digital Awards** –Annual awards recognising those who have shone within the Digital arena of PR, a fast changing area of the sector. **Sponsorship - £3,000 p.a**

- **NextGen Awards** – A great chance to show support for the next generation of the movers and shakers within the PR world.

Sponsorship - £8,000 p.a

- **Training rooms in the PRCA office – £2,000 per room, p.a.** Our rooms are used almost all year round for our training courses with some 1,500 attendees from the PR and communications industry across the UK.

- **PRCA weekly newsletter** – Our weekly newsletter keeping members up to date with developments internally and externally within the sector, a readership of 18,000.

Sponsorship - £2,500 p.a

- **Tuesday ‘question the DG’ PRCAchat** - Our new weekly question time with the Director General, Francis Ingham, a topical chat where no question is off-limits.

Sponsorship - £2,000 p.a

PRCA GROUPS

Sponsorship - £2,000 per group, p.a.

REGIONAL AND NATIONAL GROUPS –

These groups bring PR and communications practitioners together to share best practice, learn and network. Typical activities include Meet the Media sessions, best practice presentations, debates, networking drinks and Leaders Lunches.

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

SECTORAL GROUPS – Like-minded practitioners come together to by sector to discuss common issues, collaborate on best-practice, and seek solutions to common problems.

- **B2B Group** - The B2B group is dedicated to helping PRCA members working in the business-to-business sector improve the quality and scope of their practice. The group identifies best practice, highlights new trends and encourages communication and collaboration between its members. The group draws on industry experts working for large B2B organisations, the business & trade media and PR professionals in business organisations to provide insight and knowledge that helps members deliver outstanding campaigns.

- **Charity and Not-For-Profit Group** - Charities and not-for-profits have a long track record of delivering the most innovative and effective PR and social media campaigns. The Charity and Not-For-Profit Group supports PRCA members working in-house and in agencies for a wide range of charities, voluntary sector organisations, NGOs, not-for-profit groups and social enterprises.

The groups aim to:

- Represent the interests of PRCA members working in the sector
- Provide a forum for discussion, debate and sharing of good practice
- Promote the development of skills and standards in the industry
- Organise a range of interesting events and meetings for members

The groups holds quarterly events, and speakers include many of the most influential and forward-thinking people in the industry.

- **Consumer Group** - The Consumer group meets regularly to debate issues that are affecting its diverse range of members. The agencies and in-house teams that attend come from a broad range of consumer disciplines which makes for a varied and lively series of conversations. The group offers advice on best practice and a forum to discuss great successes in the consumer PR sector.
- **Corporate Group** - The PRCA Corporate Group exists to empower and steer the effectiveness of corporate PR. The Group is designed to be a collaborative forum for members to share learnings, best practice, and help define and shape both clients' and the industry's understanding of corporate communications. The Group often invites guest speakers to its meetings.

- **Creative Group** - Most people in the industry recognise that, while we have small bursts of creative excellence, on the whole we could do better. This group exists to train, inspire & provoke the whole industry, from apprentices to students, execs, directors and agency MDs. It also aims to foster a better understanding of what exactly we mean by 'creative' which is rapidly becoming the most over-used and yet simultaneously misunderstood term in the industry. Creativity is the means of solving problems, but right now it is one of our industry's greatest challenges. This group seeks to bring people together to foster creativity in all corners of the PR world. As you might expect, this group is a bit creative in its approach; working with peers to challenge the industry and preconceptions of this essential element in everything we do.

- **Crisis Communications Group** - Every organisation faces issues. The way an organisation's communicators manage those issues helps to define its reputation. In the interconnected 24/7 media environment, issues management and the resulting crisis communications response have never been more important or challenging. The PRCA's Crisis Communications Group looks to highlight and promote best practice within the industry and to improve crisis communication skills. This includes studying successful campaigns in which organisations have responded quickly to neutralise an issue or crisis, protecting their reputation and minimising potential damage in terms of public, media and stakeholder profile.
- **Digital Group** - The remit of the PRCA Digital Group is to raise standards of digital and social media use throughout the PR industry by taking an industry leadership position, promoting best practice and providing advice and strategic

direction to the PRCA. The Group is also tasked with championing the use of digital and social media by PR practitioners.

- **Diversity Network** - The Diversity Network works to open up access to the PR and communications profession and make it more representative of the nation.
 - **Education Group** - The PRCA Education Group aims to share good practice and offer a networking forum to members, both consultancy and in-house, with an interest in all areas of communications and branding in education. It has a particular focus on issues relating to the university sector in a global and national context, but will also consider more general education themes that relate to both the independent and state sectors.
 - **Entrepreneurial Group** - The Entrepreneurial Group aims to provide an environment that supports and promotes the efforts of people starting, as well as running their own agency businesses. It will be focused on encouraging people to start up their own agencies while also giving them the support that is currently lacking in the industry. The aim is to build an informal network of independent agency heads to share best practice, mentor new agency owners and establish relationships with other independent agencies across international markets. Moving forward, and faced with a world that has already become infinitely closer, we recognise that the best way to overcome the challenges that the future holds is to share what we know.
 - **FD Forum** - The Finance Directors Forum exists to discuss and debate best practice and financial management in the modern PR Agency. The group looks to address topics such as:
Fees/charge out rates; Procurement; Sys
- tems such as CRM systems and internet providers, and contracts. The group also provide a support network, offers advice and shares best practice on the challenges that face FDs on a daily basis.
- **Green Room** - The Green Room aims to provide insight and knowledge on sustainable living through a series of breakfast briefings. Inspirational speakers across a broad range of industries are invited to share best practice and discuss PR trends and topical issues with attendees in a conversational format. The Green Room is applicable to a wide range of communications professionals, not just specialists within the "Green" sector.
 - **Health Group** - PRCA Health is a forum for member organisations involved in health care communications. Any PRCA member company with an interest in health communications is welcome and encouraged to nominate a representative to PRCA Health. The group is working to raise and enhance the profile and reputation of the healthcare communications industry. We also aim to improve the quality of health PR by sharing ideas, promoting good practice and working together on joint initiatives. We meet regularly to discuss the latest developments, opportunities and challenges in healthcare communications. Areas of focus include: digital communications; effective working with the ABPI and PMCPA; procurement; and intellectual property. Our members provide communications support to a broad and diverse client base spanning every aspect of healthcare, including:
 - The National Health Service**
 - Pharmaceutical industry**
 - Biotechnology industry**
 - Medical device/diagnostic industries**
 - Private health service providers**

Professional organisations
Patient groups
Charities and NGOs
Payers
Our objectives
Proactively enhance the professional reputation of the healthcare and allied industries.

Provide an opportunity for dialogue and mutual support between member organisations and to lead the debate to shape the future of the industry.

Demonstrate the high value to clients and their customers of the value of working with accredited communications experts, uniquely supplied by PRCA member organisations.

Foster dialogue and cooperation with all regulatory bodies relevant to the delivery of healthcare communications on our clients' behalf.

- **HR Forum** - The PRCA's HR Forum is a group open to all HR professionals and MDs of member companies that manage the people and agendas within their organisation. The group aims to provide a support network to offer advice, share best practice and debate key HR issues. The forum will focus on areas such as PR job level competencies, templates and outlines for situations such as billable hours and look to collate material to be shared with PRCA members. They will also look to discuss topical industry issues such as global mobility.
- **Independent Consultants Group(ICG)** - The Independent Consultants Group is Chaired by Georgina Blizzard and Nicola Imrie, Co-Founders of The PR Network, the leading organisation for PR and communications freelancers in the UK and worldwide with over 1200 members. We aim to: -Represent the interests of PRCA members operating as independent consultants -Provide a forum for discussion, debate

and sharing of good practice -Raise the professional standing of consultants who have chosen to work independently -Promote the development of skills and standards and eventually to create a benchmark -Organise a range of interesting events and meetings for members - Provide networking, advice and support for consultants running their own businesses We hold events quarterly and the aim is to cover a range of issues important to members, covering business, skills and market development issues to ensure consultants have access to the best thinking. We have put together a steering committee that ensures events and activities are driven by what our members say is important to them.

- **Investment Sector** - The Investment group is the first dedicated group for professional communicators working for asset managers, asset owners and advisers across retail, wholesale and institutional markets. The group aims to highlight new communications trends and issues impacting the investment industry and draw on developments in different markets, in order to facilitate constructive debate between peers. The group draws on knowledge and insight from industry experts to provide timely and relevant insights on a quarterly basis.
- **MIPAA** - MIPAA is the world's largest association of motor industry communicators with over 400 members in the UK and globally. It aims to provide a range of professional support services to help ensure specialist motor industry communicators are able to reflect the highest standards. MIPAA members represent major automotive brands, vehicle manufacturers, suppliers, consultancies and other institutions in the UK and overseas. They enjoy access to cost-effective professional development through the MIPAA Business Academy, best practice Leadership Forums as well as a wide network of friendship and business contacts.

- **NextGen** – London; Midlands; North-West and Scotland - NextGen is a national group providing information, support and advice to practising PR professionals from graduate level up to account director. Following the success with the inspirational talks at the #WhenIWas25 events last year, taking place in Scotland, North West, Midlands and London, the rebranding of NextGen aims to bring together the national groups and inspire the next generation. NextGen is dedicated to supporting those just starting out or have been practising for years, whilst equipping practitioner with all the tools you need to progress your career.
- **Property Construction and Infrastructure** - The Property, Construction and Infrastructure Group brings together PR professionals who wish to promote best practice and drive understanding on how communications can support this sector. If you are delivering media relations, stakeholder engagement or wider public affairs, your involvement is welcome. We are particularly keen to ensure that we can bring together agency, in-house and regulatory professionals to provide a dynamic forum for communication and debate.
- **Public Affairs Group** - The Group represents PRCA members active in Public Affairs and Lobbying. We strive to:
 - Be inclusive in our approach and encourage a wide range of PRCA members to engage and participate in our activities.
 - Represent the interests of members operating in public affairs and lobbying.
 - Promote better understanding of public affairs and lobbying.
 - Promote the achievements and legitimacy of professional public affairs practitioners.
 - Work collaboratively with other industry bodies and other PRCA groups.
 - Promote the development of skills and standards in the industry.
 - Organise a range of interesting events and meetings for members.
- **Public Sector** - The Public Sector Group is for consultants and in-house teams working in the public sector. The key aims of the Group are to share experiences, learn from experts and promote best practice.
- **Sports Group** - To share sector news and knowledge amongst PR professionals working agency or client-side in sport; to share best practice and networking for PR professionals working agency or client-side in sport.
- **Technology Group** - The Technology group is dedicated to supporting PRCA members working in the B2B and B2C technology sectors through sharing best practice, facilitating opportunities to network and helping to further improve the quality of the work we deliver. The group caters for technology brands, ranging in size from start-ups to global, and for all types of agencies. It aims to draw on industry experts to provide insight and knowledge around technology-related PR trends. The group will help the set the benchmark for the delivery of the most creative and impactful PR programmes in the industry.
- **Travel and Tourism Group** - The role of the PRCA's Travel & Tourism Group, is to work together to improve the role of PR professionals within travel and tourism through education, networking and sharing best practice. The group holds a number of educational events annually, and meets on a quarterly basis to share information, network and develop new business relationships. The group's membership comes from agencies which specialise in travel and tourism, multi-disciplined agencies with an interest in the sector, client side representatives from within a wide range of tourism organisations and supporting media.

- **Women in PR** - Women in PR is an independent networking organisation for senior women working in the PR industry and also offers associate membership for mid-career women. We provide an important platform to enable members to share their experiences, assist one another in business and exchange ideas. Supporting gender balance in the boardroom and supporting the future female talent and the next generation of women leaders in the PR industry is part of our core purpose. Our membership base reflects the changing dynamics and diversity of our industry with members from all areas of the profession, including board members of the PR Week Top 150 agencies, in-house communications directors, owners of boutique consultancies as well as freelancers. Women in PR is PR Week's official partner in delivering the PR Week Mentoring Project 15 promising young female PR managers are paired up with mentors in senior leadership roles.

Please contact Henry Redshaw on 020 3763 1992 or henry.redshaw@prca.org.uk

