

PRCA Annual Report 2019

PRCA | 50 YEARS 1969-2019

2019 is the 50th Anniversary of the Public Relations and Communications Association, and the association is announcing a raft of celebrations to mark its 50th year.

The PRCA was founded on 5th November, 1969, as a membership body for PR consultancies. It began accepting in-house members in 2009, and in 2011 broadened its remit to include individuals. Over the past 50 years, it has helped launch PR associations all around the world, and operates its own offices in Singapore and Dubai. It also manages ICCO, the voice of PR consultancies around the world. With well over 30,000 members, the PRCA is now the largest PR professional body in the world.

The PRCA will be launching a wide range of events and content as part of the anniversary celebrations:

Special events in London: A Golden Anniversary Fellows debate; a Golden Anniversary Party; and a Christmas lunch at House of Lords.

Events across the regions and nations: Conferences; Leaders Lunches and Suppers across England, Scotland, Wales, and Northern Ireland.

Special content: An anniversary book launch; what PR will look like in 50 years; 50 people who shaped our industry; 50 future leaders; and 50 things the PRCA has achieved.

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The Annual Report of the world's largest PR association

PRCA Annual Report 2019

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Foreword



Welcome to the PRCA's 2019 Annual Report – our opportunity to highlight some of our work on your behalf over the past year.

2018 was a definitive year for the PRCA - the year in which we became the world's largest PR association. A year in which we grew in every direction, and in which we grew all of the services we offer.

We welcomed over a hundred new corporate members, and over a thousand individual ones. The APPC voted to merge with us, creating one voice for the public affairs industry. We assumed management responsibility for LGcomms, the voice of PR professionals in local government - and proceeded to double it in size, and to host its largest ever Academy. The Marketing Agencies Action Group - the voice of marketing agencies - also awarded us a management contract, reflecting the blending of disciplines we see all around us.

We formalised a bilateral deal with Logeion, the national association for 4,000 Dutch PR practitioners, and the world's second-oldest PR body. We launched PRCA Southeast Asia, with a physical presence in Singapore to match PRCA MENA and our office in Dubai. And our management of ICCO, the voice of PR consultancies around the world, continues to prosper, with the organisation continuing to grow, now representing 3,000 agencies in 66 countries.

All of this growth means that the PRCA is now not just the largest PR association in the UK, or even in Europe - but in the world, rightly reflecting the UK's role as the industry's global leader.

Our industry continues to change rapidly and there is lots for us to do in 2019 and beyond. We will not rest on our laurels and will continue to be at the forefront of vital debates and developments around the big issues for the industry both in the UK and across the world - ethics, diversity, mental health, training, measurement, and quality standards.

2019 marks 50 years since the PRCA was founded by 12 agency heads. The organisation is today unrecognisable in size and scope to its original self. But our aim remains the same - to be the voice of the industry. We hope that the work detailed in this publication provides examples of just how loud and how clear that voice was over the past 12 months.

Jim Donaldson MPRCA

CEO, UK and Middle East, FleishmanHillard Fishburn
Chairman, PRCA

Francis Ingham MPRCA

Director General, PRCA
Chief Executive, ICCO

The PRCA accounts

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

2016/17: £3.160m

2017/18: £3.443m

* 15-month year

Income and expenditure account for the year ended 31st March, 2018

Income	£
Membership	1,744,101
Training	690,032
Events	796,196
Matchmaker	30,145
Publications	12,598
CMS	26,690
Other	144,186
Total income	3,443,948

Expenditure	£
Training	410,787
Events	500,248
Matchmaker	14,398
Publications	5,842
Member services	343,004
People	1,399,040
Overheads	748,786
Bad debts	62,315
Total expenditure	3,484,420

The PRCA's year

January 2018

Bron Eames CMPRCA, PR Director, One Black Bear, is appointed as the new PRCA Midlands Group Chairman.

The PRCA becomes an institutional member of the European Public Relations Education and Research Association (EUPRERA).

Jo-ann Robertson MPRCA, Partner and CEO, London, Ketchum, is appointed to the Board of Management of the PRCA.

February 2018

The PRCA signs a Memorandum of Understanding for mutual cooperation with the International Association of Business Communicators (IABC) across the EMENA region.

The PRCA launches its Diversity and Inclusion Guidelines, the latest step in its work to improve the diversity of the PR and communications industry.

The PR and Communications Council, the think tank of the industry, sets the agenda for 2018 with a single priority for thought leadership: the social value and purpose of PR.

The PRCA and the Local Government Association (LGA) sign a three-year Service Level Agreement assuming responsibility for the administrative management of LGcommunications.

Mischief's team of Andy Garner MPRCA and Daniella Graham MPRCA win the UK Young Lions PR Competition 2018, with their 'Nursery Crimes' campaign. The team go on to represent the UK at the Cannes Lions International Festival of Creativity.

The PRCA City and Financial Awards see winners take away awards in 14 categories, including Domino's Pizza Group which won In-house Team of the Year; and Lancers which won City Agency of the Year.

The PRCA, in partnership with PRWeek and Women in PR, reveals the extent of sexual harassment in the PR and communications industry in a new survey – and launches a cross-industry working group to target the issue.

March 2018

The Public Relations and Communications Assistant Apprenticeship, a new PR and communications apprenticeship, is approved by the Government.

The Taylor Bennett Foundation has strengthened its relationship with the PRCA, which offers reduced price membership to the Foundation's BEM alumni in order to improve access to their services. The PRCA also partners with Bright Network, a free-to-join careers network of diverse candidates.

The PRCA launches an International Communicators Group, providing a forum for practitioners from outside of the UK.

April 2018

Responding to the House of Lords Communications Committee report, UK Advertising in a Digital Age, the PRCA welcomes the suggestion of a creative industries' freelance visa for European Union citizens.

The PRCA launches the PR and Communications Census 2018, which reveals that the UK PR and communications industry is worth £13.8bn, showing growth of 7% since 2016 when it reached £12.9bn.

May 2018

The Marketing Agencies Action Group (MAAG) enters into an agreement with the PRCA to share administrative and operational services.

The PRCA partners with Health Assured to deliver a counselling support helpline for emotional problems for its members.

The PRCA launches its Communicating the Gender Pay Gap report – and discloses its own pay gap figures – in the latest move to improve gender equality in the PR and communications industry.

June 2018

Responding to the controversial Copyright Directive voted on by the Legal Affairs Committee of the European Parliament, the PRCA echoes warnings that Article 11, supporting a link tax, and Article 13, supporting censorship machines, “undermine the fabric of the internet by severely limiting how links and content could be shared online”.

Speaking at the AMEC Summit in Barcelona, Francis Ingham MPRCA, Director General, PRCA, challenges the PR and communication industry not to become complacent about evaluation.

July 2018

Mohammed El Batta MPRCA, Managing Director, Fekra Communications, becomes PRCA MENA's Chairman in Egypt.

Responding to the press coverage about alleged links between think tanks and lobbying, the PRCA calls for the statutory lobbying register to be expanded to include all lobbyists rather than simply some third-party practitioners.

August 2018

PRWeek UK and the PRCA Creative Group launch a major new mentoring scheme to encourage and nurture creative talent in the PR industry.

The PRCA and the International Communications Consultancy Organisation (ICCO) join a host of communications organisations in making a public statement affirming the importance of a free press.

The PRCA announces the launch of PRCA Southeast Asia.

September 2018

On the first anniversary of the expulsion of Bell Pottinger, the PRCA reveals that a majority of the industry believe that the expulsion had a positive impact on the reputation and ethics of the industry.

October 2018

The PRCA welcomes Lee Benecke CMRCA, Head of Digital Engagement, Wavemaker Manchester, as the first Chairman of the PRCA North Digital Group.

Charles Lewington MPRCA, Founder and Chief Executive, Hanover, is appointed to the Board of Management of the PRCA.

The PRCA and PRWeek launch the 2018/19 Fast Track mentoring programme, now available across the UK, MENA, and Southeast Asia.

The PRCA partners with Emerald Publishing to launch the PRCA Practice Guides, a broad and accessible series of books, covering issues as diverse as digital PR, crisis communications, and agency management.

The PRCA opens its new Business Centre, available exclusively to Members.

The Digital PR and Communications Report 2018 finds a 12% rise in ownership of social media activities by PR and communications teams.

November 2018

Following the vote of Association of Professional Political Consultants (APPC) members to merge into the PRCA, the new PRCA Public Affairs Board comes into force, creating a single, strong, united voice for the industry.

Jim Donaldson MPRCA, Chief Executive Officer, FleishmanHillard Fishburn, takes over as PRCA Chairman for 2018-2020.

The Public Affairs Awards Europe see winners take home awards in 18 categories, at an event which celebrated the very best of the public affairs industry across Europe.

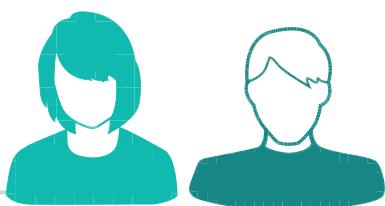
December 2018

The annual PRCA Public Affairs Awards see winners take away awards in 21 categories, including Battersea Dogs & Cats Home which won In-house Team of the Year, and Cicero Global which won Consultancy of the Year.

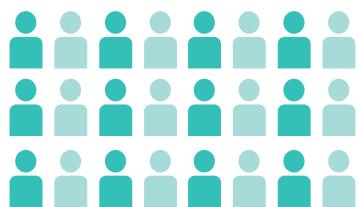
The PR and communications industry at a glance



People



66% Women 34% Men



86,000

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



£45,950

Average annual salary for PR professionals



£42,588

Average annual salary for female PR professionals



£53,952

Average annual salary for male PR professionals



45 hrs

worked on average per week, despite the mean average contracted hours being 35 hours



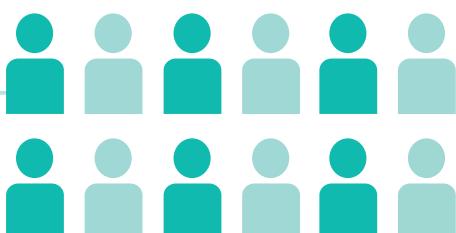
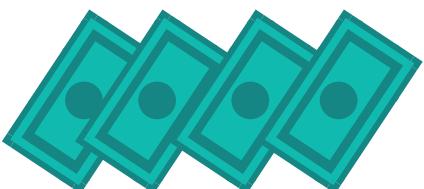
41%

of the industry works out of hours every day, down from 54% in 2013.



£13.8bn

Value of UK PR and communications industry



White British: 78%

Other White: 11%

Black/Black British: 2%

Asian/Asian British: 3%

Other Ethnicity: 4%

The PRCA members

The PRCA represents and regulates over 900 corporate members including consultancies and in-house teams; and thousands of individuals and freelancers. This means that the PRCA represents over 30,000 PR and communications practitioners, making us the largest professional body for communications professionals in the world.

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 to maximise the value it delivers to clients and organisations, the PRCA continues to improve standards for everyone it represents.



We have welcomed 128 corporate members over the past 12 months:

Absolute PR Ltd	Goodfellow Communications	PPR Consulting
Access Partnership	Grasshopper Communications	PR Agency One
Acuitas Communications	Greenhouse PR	Principle Affairs
Adia PR	Headland Consultancy	PROVA PR
Alpaca Comunications	Hermes Parcelnet Limited	Railway Industry Association
Arc Seven Communications	Higginson Strategy	Raw PR and Marketing
Atlas Communications Partners	Huddle PR	Ready10
AXON	Incisive health	Riverside Communications
Barclays	iNHouse Communications	Rumpus PR
Best Communication	JPES Partners	SAGE Publishing
Black Label Properties	Keeble Brown	Salesforce.com EMEA Limited
Blackburn and Darwen Council	Keystone Consulting	Silverthorn Agency
Brevia	Kuoni	Simpler PR
Brunel University	Lexington Communications	SLB Public Relations
Cadro Communications	Lloyd's Register Group Services Limited.	Smart Energy GB
Camden Clinical Commissioning Group	London Legacy Development Corporation	Sovereign Housing Association
CH & Co Catering Limited	Luther Pendragon	Sovereign Strategy
Chambre Public Affairs	McCann	Speakserve
Cherton Enterprise	Message Matters	Specsavers
Chester Zoo	Middlesex University	Spey
Concilio	Middleton Davies	Steffan Williams Ltd
Consumer Finance Association Ltd	MRM London	Stratagem Northern Ireland
Copperfield Advisory	Mundipharma	Stroke Association
Costa Coffee	Mynewsdesk	Talker Tailor Trouble Maker
Coventry University	National Police Chiefs' Council	Tamarindo Communications
Curtin&Co	New Consensus Communications	Taxify
Denovo	Newspress Creative	Teamspirit
Deryn	NKA Public Affairs	Teneo
Don't Cry Wolf	Nottinghamshire Police	The Agency Partnership
Dorchester Collection	Open Road	The Community Communications Partnership
Dyfed Powys Police	Oracle	The Corporate Comms Shop
Eco-Age	Orbit	The Pulse Business
EPPA UK	ORE Catapult	Tuesday Media
ETC Communications Ltd	Oxygen Strategy	TYTO PR
EUk	Pagefield	Unilad
Field Consulting	Panjandrum Communications	University of South Wales
Fieldhouse Associates	Park Street Partners	Urenco Ltd
FMcM Associates	Pembroke and Rye	W
Fortuna Asset Management Communications	Perspectiva Consultants	Wade PR
Four Communications	Political Development and Intelligence Limited	Westminster Public Affairs
Fourth Day PR	Political Intelligence	Wiltshire Police
Fourtold Ltd	Portland	WP Communications
Ginger Comms	Positif	

The Annual Report of the world's largest PR association

The PRCA 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 a strong guiding hand.

Over the past 12 months, the PRCA has made four additions to its Board, with the appointment of Paul Bristow CMPRCA, Managing Director, PB Consulting and PRCA Public Affairs Board Chairman; Jo-ann Robertson MPRCA, CEO, Ketchum London; Nick Williams MPRCA, Managing Director of Public Affairs and Issue Management, Burson Cohn & Wolfe; and Matt Cartmell MPRCA, Deputy Director General, PRCA.

Board officers:

Chairman

Jim Donaldson MPRCA
CEO, UK and Middle East,
FleishmanHillard Fishburn

Vice-chairman

Steffan Williams MPRCA
Partner, Portland

Treasurer

Guy Woodcock MPRCA
Founder and CEO, Montpellier Public
Relations Ltd

Chair, PRCA Public Affairs Board

Paul Bristow CMPRCA
Managing Director, PB Consulting

Chairman, Professional Practices Committee

Claire Walker MPRCA
CEO, Firefly Communications

Director General

Francis Ingham MPRCA

Board members:

Rachel Bell MPRCA

Founder, Shine Communications

Neil Bennett MPRCA

Chief Executive, Maitland

Alex Bigg MPRCA

CEO, MHP Communications

Matt Cartmell MPRCA

Deputy Director General, PRCA

Sally Costerton FPRCA

Founder, Sally Costerton Advisory

Stephen Day MPRCA

Partner and Senior Managing Director, FTI
Consulting

Gavin Devine MPRCA

Founder, Park Street Partners

Rachel Friend MPRCA

Managing Director, Weber Shandwick London

David Gallagher FPRCA

President, Growth and Development,
International, Omnicom

Bibi Hilton MPRCA

Managing Director, Golin

Tony Langham MPRCA

Chief Executive and Co-founder, Lansons

Elisabeth Lewis-Jones MPRCA

CEO, Liquid

Simon Whitehead MPRCA

CEO, UK, Hill+Knowlton Strategies

Richard Nichols MPRCA

Deputy Chairman, Instinctif Partners

Jo-ann Robertson MPRCA

CEO, Ketchum London

Andy Sawford MPRCA

Chief Executive, Connect Communications

Sarah Scholefield MPRCA

UK and Ireland Managing Director, Grayling

Ed Williams MPRCA

UK CEO, Edelman

Nick Williams MPRCA

Managing Director of Public Affairs and Issue
Management, Burson Cohn & Wolfe



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The PRCA PR and Communications Council

PR and Communications Council 2018 Officers:

Chairman
Jonathan Chandler CMRCA
Quiller Consultants

Vice-chairman
Amanda Coleman FPRCA
Greater Manchester Police

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

In 2018, the PR and Communications Council was chaired by Jonathan Chandler CMRCA, CEO, Quiller Consultants, and vice-chaired by Amanda Coleman FPRCA, Director of Corporate Communication, Greater Manchester Police.

The PR and Communications Council set the agenda for 2018 with a single priority for thought leadership: the social value and purpose of PR. This came after a year in which the ethics of the PR and communications industry had been in the spotlight, following the PRCA's termination of Bell Pottinger's membership after it was found to have broken its Code of Conduct.

The Council agreed that it would aim to develop industry thinking and insights around the potential for PR and communications to develop its role as a challenging voice to improve the behaviour of business and society, and to deliver greater social value.

The Council developed the following four priorities for thought leadership in 2018.

1. Repositioning PR as a concept

The modern PR and communications industry provides a diverse and important service. Despite this, the workstream considered whether there is a general lack of pride in PR. Do we need to reposition it by using communications, strategy, brand, and stakeholder-engagement? Do we need a campaign to mobilise everyone to stand up and show where we as PR and communications people add value?

2. Social impact of PR

What is the social impact of PR and communications? How much do we contribute towards improving society, both through our day to day work but also specifically with regards to pro bono work? Is this handled in a coherent way, or is there more that can be done to make a bigger impact?

3. PR's position in the marketing mix

The consideration here is that the PR and communications industry has an opportunity to reposition itself at the centre of the marketing mix. But to do that we need to give thought to our commerciality, how useful we are in the sales delivery, compared to other elements of marketing. How does this link to how data-driven we are, compared to advertising, marketing, and digital, for example?

4. Establishing and cementing the corporate advisory role with business leaders

We asked whether we need a much sharper demonstration of the critical advisory role PR and communications plays in shaping business. How can we promote the strategic value of corporate communications/affairs, and present our vision on why PR and communications plays a hugely important role in developing strategic purpose?

The PRCA Public Affairs Board

The PRCA Public Affairs Board is the voice of the public affairs and lobbying industry. As the new, unified body for the industry, it fulfils its role of ensuring transparency through a joint register; enforces high standards through a unified Public Affairs Code; and promotes a wider understanding of public affairs and the contribution it makes to public life.

The Board came into effect Thursday, 1st November, 2018, following consultation and a vote to merge the APPC and the Public Affairs and Lobbying Group of the PRCA. The reputation of lobbying has been transformed by self-regulation, professionalism, and ethical standards, and the PRCA Public Affairs Board builds on the work of the APPC and the PRCA.

As the voice of public affairs, the PRCA Public Affairs Board defends the principles of transparency and ethical standards and promotes the industry in dialogue with Government, political parties, and the media. Bringing together members of the PRCA Public Affairs and Lobbying Group, and former members of the APPC, the PRCA Public Affairs Board is composed of 1,900 practitioners and is led by the newly-formed Executive Committee.

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

The Executive Committee directs the Public Affairs Board's programme of activities. The Chair of the PRCA Public Affairs Board is an officer of the PRCA Board. The inaugural Chair is Paul Bristow CMRCA, Managing Director, PB Consulting. The full Executive Committee is:

Paul Bristow CMRCA
PB Consulting (Chair)
Will Chambré MPRCA
Chambré Public Affairs (Northern Ireland)
Peter Duncan MPRCA
Message Matters (Scotland)
Cathy Owens MPRCA
Deryn (Wales)
Iain Anderson FPRCA
Cicero Group
Laura Blake MPRCA
Connect
Michael Burrell FPRCA
Michael Burrell Consultancy
Darren Caplan FPRCA
Railway Industry Association
Zoë Chadwick MPRCA
Individual Member
Paul Church CMRCA
The Whitehouse Consultancy
Antonio Dorileo MPRCA
Food and Drink Federation
Dean Duke MPRCA
Hanover Communications
Andrew Gill MPRCA
Individual Member
Mark Glover CMRCA
Newington Communications
Liam Herbert MPRCA
Individual Member
Henk van Klaveren MPRCA
Airport Operators Association
Robbie MacDuff MPRCA
BECG
Dave McCullough MPRCA
Riverside Communications
George McGregor MPRCA
Interel
Emma Petela MPRCA
GK Strategy
Emma Pointer MPRCA
Weber Shandwick
Simon Pugh MPRCA
Weber Shandwick
Chris Rogers MPRCA
iNHouse Communications
Warwick Smith MPRCA
Instinctif Partners
Lionel Zetter FPRCA
Zetter's Political Services



We launched the Diversity and Inclusion Guidelines, the latest step in the PRCA's work to improve the diversity of the PR and communications industry.

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Fighting your corner

Continuing our fight for gender equality, we launched our Communicating the Gender Pay Gap report - and disclosed our own pay gap figures. The comprehensive publication is designed to act as a guide for organisations looking to build on the gender pay gap exercise, voluntarily disclose their own figures in a meaningful way, and understand areas of expansion and development.

We launched the Diversity and Inclusion Guidelines, the latest step in the PRCA's work to improve the diversity of the PR and communications industry. The guidelines examine the current state of diversity in the industry, outline the business case for improving diversity, and offer clear and manageable steps to making the workplace more diverse and inclusive.

We responded to Dispatches' 'Cash for Brexit' investigation at the very start of the year, calling for Parliament to close the "sizable gulf between the public's understanding of what is and is not acceptable as a second job and Westminster's understanding". Similarly, we responded to the Committee on Standards in Public Life review of MPs' outside interests because ethics is a two-way street.

We continued our engagement with the UK-wide Office of the Registrar of Consultant Lobbyists and with the Labour Party on their proposed alternative. We met with the Minister, Chloe Smith MP, to continue our push for a broader, better Statutory Register.

Having submitted detailed evidence to the National Assembly for Wales' Inquiry into Lobbying, we welcomed the recognition of industry-led transparency and the commitments to Assembly-side disclosure, but warned against relying heavily on Westminster and Holyrood's statutory registers for future direction.

Building on our long history of shaping the legislation - including at every round of pre-legislative scrutiny and during the Bill's passage through the Scottish Parliament - we issued detailed guidance for members and hosted various roundtables and meetings on the Lobbying Register in Scotland ahead of its launch in March.

At our National Awards, we issued a rallying call to other membership bodies to join the PRCA "big tent" which "must and will grow bigger in the best interests of our industry".

We joined with a host of organisations in August to issue a public statement affirming the importance of a free press. The statement attested to the essential value of a free press to inform decision-making and decried attacks on the media as an "enemy of the people".

We joined a number of organisations campaigning to #SaveYourInternet from Article 11 (the "link tax") and Article 13 (the "upload filters") of the EU Copyright Directive, with the final vote in the Spring.

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

Ethics and professionalism

Enhancing, maintaining, and protecting ethical standards in PR and communications has been central to the PRCA over the past 50 years.

Enhancing, maintaining, and protecting ethical standards in PR and communications has been central to the PRCA over the past 50 years.

All PRCA members must abide by the industry's gold-standard PRCA Professional Charter and Codes of Conduct. The Charter lays the foundation for all professional activities in the PR and communications industry, whereas the dedicated codes - such as the Health Public Relations and Communications Code of Conduct - exist to address highly specific issues.

Ethics do not exist if they are not enforced: while in the first instance, the PRCA will always seek to mediate and resolve disputes that arise, all the ethical standards set out in the PRCA Professional Charter and Codes of Conduct are enforceable through disciplinary procedures.

As ever, the PRCA offers ethics training and no practitioner can complete the PRCA Continuous Professional Development (CPD) programme

without having completed some form of ethics activity. Ethics is central to professionalism; professionalism is central to ethics.

Ethical Champions, in its third year, aimed to raise standards and celebrate those who uphold the highest standards, providing a clarion call for the entire PR and communications industry.

Ethics Month - September - saw us dedicate time and activities to the #POWERofETHICS campaign, which showcased methods through which PR associations and agencies around the world can educate and celebrate ethical practices both within their workplace and throughout the industry.

Similarly, we issued an eight-point ethical challenge to the global industry, calling for organisations to toughen their codes and "expel members who are unethical - however famous, big, or powerful they may be".

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

PRCA MENA

PRCA MENA is the leading PR and communications membership association in the Middle East and Northern Africa.

PRCA MENA is the leading PR and communications membership association in the Middle East and Northern Africa. Run out of Dubai, PRCA MENA represents consultancies, in-house communications teams, and individuals in Algeria, Bahrain, Cyprus, Egypt, Jordan, The Kingdom of Saudi Arabia, Kuwait, Lebanon, Morocco, Oman, Qatar, Tunisia, and UAE.

In 2018, PRCA MENA announced a new Chairman, Omar Qirem MPRCA, Chief Executive Officer, Edelman Middle East, who succeeded Loretta Ahmed FPRCA, CEO, Middle East, Turkey, and Africa, Grayling. It also announced its new Chairman in Egypt, Mohammed El Batta MPRCA, Managing Director, Fekra Communications.

2019 will see the PRCA MENA Awards in Dubai on 13th February; the association will extend its reach within the region with more events and Chairmen, following the approach in Egypt. There will also be more types of training courses, including a digital PR training course which will cover a variety of topics over an extended period of time. PRCA MENA will be partnering with Dubai Lynx for its festival in March.

For more information, please contact melissa.cannon@prca.mena.global.

List of PRCA MENA members:

Absolute
Action Global
Active DMC
APCO Worldwide
Audi/Volkswagen
Aurora
BPG Cohn & Wolfe
Brazen
Catch Comms
Discovery
DMCC
DP World
Dubai Properties
Dubizzle
Edelman
Fekra
Finsbury
Fleishman Hillard
Fourth Day
Golin MENA
Grayling
Hanover
Hawthorn Suites
Hill+Knowlton Strategies
IBM
Imdaad
Impact Porter Novelli
In 2 Consulting
Instincif
Jumeriah Group
M&C Saatchi
Markettiers
Matrix
MEMAC Oglivy
Performance Communications
Plus 1 Communications
Q Communications
R Hotels
RAKTA
Ramada Downtown
Seven Media
Sticky Ginger
Strategus
TCARP
The Qode
The Retreat Dubai
Toh PR
Total Comms
TRACCS
Weber Shandwick
White Water
Yardstick Marketing



PRCA Southeast Asia launched in Singapore last year 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 represents consultancies, in-house communications teams, and individuals in Cambodia, Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

In 2018, PRCA Southeast Asia held a Measurement Conference, became a member of ICCO, and launched On-Demand and Face-to-Face Training with international trainers.

2019 promises lots of activities in Southeast Asia: the first PRCA Southeast Asia Awards in Singapore in March; a joint event with ICCO; the Southeast Asia Young Lions PR Competition; training and qualifications with PR Academy in Malaysia; and sectoral events with hot topics as the focus. More Face-to-Face training courses with international trainers will be launched.

PRCA Southeast Asia is chaired by Singapore-based industry leader Lee Nugent MPRCA, Regional Director APAC, Text 100.

For more information, please contact tara.munis@prca.seasia.global.

List of PRCA Southeast Asia members:

Affluence PR
Blue Totem Communications
Cognito Media
Edelman
Edit Lounge
Golin
Grayling
Helix PR
Hill+Knowlton Strategies
Hilton - Asia Pacific
Insight Bureau
LEWIS
MHP Communications
OPRG
Rice Communications
Somerville Media
Spurwing Communications
Text 100
The Hoffman Agency Asia Pacific Pte Ltd
Vim&Vigour PR
WE Worldwide

17 The PR Apprenticeship

Apprenticeships in numbers

20

Average age of apprentices
at the start of the programme

86%

Completion rate

296

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

The PRCA remains the sole apprenticeship provider of the Level 4 Diploma in PR. The PR 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' programme 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 18 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. 296 PR Apprentices have taken part in the qualification since its launch in September 2012. 85% of completed 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.

"At Templemere PR we believe in encouraging young people into the PR industry. Our own apprentice has proved to be a fabulous addition to our team. She's received high-quality training from the PRCA, and this is evident from the high-quality work she does to support our work and our clients."

Clare Williams MPRCA
Managing Director, Templemere Public Relations

"The PRCA worked with us as an employer to find and shortlist quality candidates with an enthusiasm for vocational training and media work. Their help and support in this area was invaluable. Apprentices are fearless and bring a real 'why are you doing it that way?' attitude, bringing fresh ideas and perspectives. They receive superb mentoring and training from the PRCA and we will be looking to work with them again when our current apprentice finishes his studies."

Andrew Thorp MPRCA
Media Relations Officer/Media Relations Apprenticeship Manager, The Scouts

For more information, please contact stephanie.umebuani@prca.org.uk.

There are now 156 courses on offer, with the clear aim to help you develop as a professional – whatever the stage of your career.

Training and development

There are now 156 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 and whatever new skills your role demands. Our courses have a practical focus: the skills, techniques, and best practice can be used upon returning to work.

Both the individual and the organisation should benefit, and nothing is ever treated with a purely theoretical slant.

The PRCA is preparing its second Leadership Academy in Oxfordshire in March, and its third in Scotland in April, which will take place over two days for the future leaders of the industry. The programme will provide interactive training sessions, coaching, and talks. Delegates will receive a certificate at the end of the programme.

For more information, please contact souha.khairallah@prca.org.uk.

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, Cardiff, Glasgow, Leeds, Manchester, Edinburgh, and Belfast.
- **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, and the recorded sessions may be accessed later.
- **Bespoke training** – any 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.
- **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.
- **Crisis Management Masterclass** – this two-day intensive seminar is designed to equip senior managers in agencies or PR teams to handle crises professionally. It shows how the negative effects of crises can be minimised and even reversed with thoughtful planning, preparation, and spokesperson management.
- **Executive Coaching for Senior Leaders** – coaching is a very effective way of taking rising stars to the next level quickly and effectively. It can be delivered either in blocks of five sessions lasting two hours each, or on a ‘draw-down’ basis, using the hours as it suits you.





Benchmarking 2018

Agencies saw an overall income growth of 6% and expected growth to increase to 13% in 2019.

2018's Consultancy Benchmarking was launched in July 2018 in conjunction with Kingston Smith W1. The research was carried out by Rekindle Research. The annual survey provides the most comprehensive research and breakdown of the state of consultancies within the industry.

114 Managing Directors, 75 Finance Directors, and 78 HR Directors participated in the annual survey. The survey covers critical business issues such as hourly rates, average salaries, growth forecasts, and staff retention strategies. In recent years, we have also included questions on the gender pay gap and employee wellbeing, issues that have been a campaigning priority for the PRCA.

The industry research is the culmination of six weeks of fieldwork which involved hundreds of Managing Directors, Finance Directors, and Human Resources Directors.

The research was launched at the Kingston Smith W1 offices in London. The results were presented by Esther Carder CMPRCA, Partner, Kingston Smith W1; Nicola Koronka CMPRCA, Co-founder and Managing Partner, Missive; and Richard Houghton FPRCA, Agency Doctor.

At a glance:

- There was strong growth in consumer; media and marketing; technology; and food, beverages, and tobacco.
- On the gender pay gap, 41% of MDs said that it was a top priority for the industry. However, only 3% of PRCA members were legally required to report their gender pay gap, and 15% of members reported their gender pay gap voluntarily.
- Agencies saw an overall income growth of 6% and expected growth to increase to 13% in 2019.
- On staff retention, 56% of HR directors said the issue had become more important in the past year. 2018 saw the biggest recruitment drive in 10 years with 64% of agencies maintaining or increasing their recruitment spend.
- 56% of agencies offered more opportunities for flexible working, the highest rate in five years.
- The over-servicing level this year was 18%. 49% of members calculate their over-servicing rate whereas 48% estimate their rate.

This leading industry research is only available to PRCA members and is provided to consultancies that take part in the research.

For more information, please contact neha.khatwani@prca.org.uk.



The PRCA Groups

Four new Groups were launched in 2018, demonstrating the PRCA's continued commitment to supporting practitioners within PR and communications.

The PRCA runs 10 National and Regional Groups and 42 Sectoral Groups, facilitating the coming together of members to share best practice and engage with likeminded practitioners. PRCA Groups have held over 246 events across the UK over the past year.

Four new Groups were launched in 2018, demonstrating the PRCA's continued commitment to supporting practitioners within PR and communications:

- The Channel Islands Group is a forum for individuals working in the PR and communications industry in the Channel Islands to share best practice, help raise standards, and support initiatives.
- The NextGen Midlands Group provides information, support, and advice to practising PR and communications professionals from graduate-level to Account Director. The Group's Chairman is Chris Brown CMRCPA, Account Manager, Stone Junction.
- The North Digital Group exists to raise standards of digital and social media use throughout the North of England. The Group also takes on an active thought leadership role, promotes best practice, and provides advice and strategic direction to the PRCA.
- The Virtual Agencies Group focuses on the opportunities and challenges offered to companies who categorise themselves as 'virtual', and aims to develop initiatives that drive the sector forward. The Group is co-chaired by George Blizzard CMRCPA, Co-Founder, The PR Network, and Nicola Regazzoni CMRCPA, Co-Founder, The PR Network.

To find out more about PRCA Groups, please contact isobel.arrowsmith@prca.org.uk.

Sectoral Groups

B2B
Broadcast
Business Development
Charity and Not-for-Profit
Consumer
Corporate
Creative
Crisis Communications
Digital
Diversity Network
Education
Employee Engagement
Entrepreneur
Evaluation
FD Forum
Green Room
Health
HR Forum
Independent Consultants
International Communicators
Investment Sector
Legal
LGBTQ+
Media Relations
Motor Industry Public Affairs Association Group
NextGen London
NextGen Midlands
NextGen North East
NextGen North West
NextGen Scotland
NextGen South West
NextGen Wales
North Digital
Property, Construction, and Infrastructure
Public Sector
Reputation
Research
Sports
Technology
Travel and Tourism
Virtual Agencies
Women in PR

National and Regional Groups

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

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

ICCO: the voice of international PR and communications

The International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world, representing PR and communications associations in 66 countries across the globe from Africa, the Americas, Asia, Australasia, Europe, and the Middle East. Collectively, these associations represent over 3,000 PR firms.

The PRCA runs ICCO, and all PRCA members are automatically members of ICCO.

The ICCO Global Summit was held in Dublin in October, with a theme of Shaping the Future of Public Relations. Speakers included John Saunders, President and CEO, FleishmanHillard; Matthew Harrington, Global COO, Edelman; and Alex Aiken FPRCA, Executive Director, Government Communication Service.

In August, ICCO joined a host of communications organisations in making a public statement affirming the importance of a free press. ICCO also announced its support for the newly-launched Global Principles of Ethical Practice in Public Relations and Communications, launched by the Global Alliance.

ICCO launched the inaugural global

#POWERofETHICS month throughout September. This global campaign raised awareness of ethical best practice principles, to encourage professionals to ‘walk the talk’ when it comes to implementation and self-improvement, and to celebrate PR’s power to expand ethical causes across borders and industries.

The World PR Report 2018 was launched in November. The annual analysis of the international public relations industry, drawing on ICCO’s associations and direct agency members, revealed that agency heads in every region of the world are predicting increased profitability this year compared with last year, and are broadly optimistic about the state of the global PR industry.

Barri Rafferty, Partner, President and CEO of global communications consultancy Ketchum, was inducted into the ICCO Hall of Fame in December, alongside Andrey Barannikov, CEO, SPN Communications.

ICCO provided a platform and hub for the PR community at Cannes Lions, once again sponsoring the Young PR Lions and hosting panel debates and networking events throughout the week at the House of PR.

For more information about ICCO, please contact rob.morbin@iccopr.com.



MATCHMAKER

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

Matchmaker

The Matchmaker service 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 consultancies, tendering contracts, or are seeking an agency for a project.

Ingenuity, the specialist new business consultancy, manages the PRCA Matchmaker service to help brands source the best consultancy help for free.

The partnership enables the PRCA to provide an enhanced Matchmaker service by combining the market awareness and reach of the PRCA and Ingenuity. Matchmaker sources PRCA members who are bound to its Professional Charter and Codes of Conduct, and who have achieved the CMS accreditation. Brands can use the service for free to identify conflict-free agencies with the right skills and sector experience.

Successful consultancies pay a small commission if they are selected. The service is confidential and follows industry best practice. Brands' requirements are matched to the capabilities of agencies that have been accredited with the PRCA's quality kitemark, Communications Management Standard (CMS). CMS is the ISO9001 and Investors in People equivalent for the global PR industry. CMS provides clients with the reassurance that PRCA consultancies operate in line with best practice and are well run businesses.

"We are delighted to work with the PRCA and support the Matchmaker service. This sits perfectly within our portfolio of services which guide and advise brands and agencies, and will ramp up the number of brands that will utilise the free service."

Chris Kemp
CEO, Ingenuity

To find out more please contact matchmaker@prca.org.uk.





Communications Management Standard

The audit 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.

Perfectly tailored to modern business practices, the Communications Management Standard (CMS) is 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: 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 the world and external auditors. The audit 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 teams, CMS works to strengthen leadership.

CMS is based on ISO 9001 and Investors in People and was updated in 2005, 2012, 2014, and 2017.

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

To find out more please contact helen.macfarlane@prca.org.uk.

The PRCA Partners

The PRCA has a number of carefully-chosen Partners. These organisations are leading providers of services to the PR industry, with a track record of delivering value.

The PRCA recommends the following businesses:

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

Bright Network helps leading organisations discover the talent they need to grow their businesses. Connecting its exceptionally talented community of 180,000+ graduates to its portfolio of client organisations, which include Google, Sky, Dyson, P&G, Goldman Sachs, and PwC, Bright Network's purpose is to give every student access to great career opportunities.

Contact: Anu Manthri
Email: anu@brightnetwork.co.uk
Telephone: +44 (0) 203 011 1617
Web: www.brightnetwork.co.uk

Communication Directors Forum brings together senior in-house comms practitioners and comms agencies / consultancies for conferences, networking and meetings.

Contact: David Clark
Email: dclark@richmondevents.com
Telephone: +44 (0) 208 487 2203
Web: www.richmondevents.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

ePressPack is a global leader in digital interactive public relations and communication solutions, through its fully customisable and website integrated content publishing and distribution platforms (online newsrooms, digital press kits, HTML emails/newsletters).

Contact: Nick Gynne
Email: ngynne@epresspack.com
Telephone: +44 (0) 203 445 5206
Web: www.epresspack.com

Guinness World Records, the ultimate authority on record-breaking, inspires people, businesses, and communities to achieve the extraordinary. Today, our stories aren't just written in a book – we create bespoke campaign solutions, by harnessing the power of record-breaking, to amplify your campaign through newsworthy, engaging, and shareable content that also delivers ROI for your client.

Contact: Melanie Defries
Email: melanie.defries@guinnessworldrecords.com
Telephone: +44 (0) 207 891 4509
Web: www.guinnessworldrecords.com/set-a-record/corporates/campaigns

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
Email: penny.anderson@kantarmedia.com
Telephone: +44 (0) 207 264 4808
Web: www.kantarmedia.com/uk

Specialist accountants **Kingston Smith W1** are based in London's 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: Geraint Lloyd-Taylor
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Web: www.lewissilkin.com

markettiers is the UK's leading broadcast agency providing consultancy for some of the world's biggest brands, combining and developing traditional broadcast media services in radio and TV, with innovative new routes to audiences including live streaming, online and social TV content creation, and audio and video production and distribution.

Contact: Howard Kosky
Email: info@markettiers.com
Telephone: +44 (0) 207 253 8888
Web: www.markettiers.com

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 of 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 six language versions; English (UK, US, and Australian), French, German, Italian, Spanish, and Portuguese.

Contact: Liv Fryer
Telephone: +44 (0) 1732 811 600
Email: LivF@paprika-software.com
Web: www.paprika-software.com

Passle is a digital marketing solution that puts content back where it belongs: in the hands 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

Email: ben@passle.net

Telephone: +44 (0) 208 004 0119

Web: home.passle.net

The Press Association is a multimedia news agency operating in the United Kingdom and Ireland. PA is part of PA Group Limited, a private company with 26 shareholders, most of whom are national and regional newspaper publishers.

Contact: Marc Koskela

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Telephone: +44 (0) 207 963 7000

Web: www.pressassociation.com

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: Steven Forsdick

Email: steven.forsdick@haymarket.com

Telephone: +44 (0) 208 267 4867

Web: www.prweek.com

As Official Talent Partner to the PRCA, **Reuben Sinclair** is perfectly positioned to help with your PR recruitment needs. Reuben Sinclair PR & Communications works with a broad cross-section of the PR world from large and small agencies to global organisations and smaller businesses. We help our clients recruit for permanent, interim, and contract positions across all areas of PR and communications.

Contact: Alex Lewington

Email: enquiries@reuben-sinclair.com

Telephone: +44 (0) 208 3826 1206

Web: www.reuben-sinclair.com

Tokio Marine HCC is a leading specialty insurance group conducting business in approximately 180 countries and underwriting more than 100 classes of specialty insurance. The company is comprised of highly entrepreneurial teams equipped to underwrite special situations, companies and individuals, acting independently to deliver effective solutions. Our products and capabilities set the standard for the industry, as many of our nearly 2,600 employees are industry-leading experts.

Contact: Ros Breese

Email: rbreese@tmhcc.com

Telephone: +44 (0) 20 7680 2974

Web: www.tmhcc.com

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

Email: matt.reynolds@vitreousworld.com

Telephone: +44 (0) 203 764 2638

Web: www.vitreousworld.com



The PRCA Awards programmes

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 recognise the talent and impact of individuals, teams, and campaigns from the best of the City and Financial PR and communications 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 March, 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.

Workplace Champions

Taking place in March, Workplace Champions celebrate the leading places in the PR industry to work, live, and thrive.

For more information about Workplace Champions, please contact leo.fedorcio@prca.org.uk.

PRCA 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 six ceremonies of the DARE Awards, covering Scotland, 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 interns. 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 neha.khatwani@prca.org.uk.



Meet the team

Working to serve the PR and communications industry.

Leadership

Francis Ingham MPRCA 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 and Executive Director of LGcomms.

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Telephone: 020 7233 6026

Accounts

Andrea Morland MPRCA is the PRCA Accountant.

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Telephone: 020 7233 6026

Veronika Hajkova MPRCA is the PRCA Assistant Accountant.

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Telephone: 020 7233 6026

Administration

Karen Wilkinson MPRCA is the Executive Assistant to Francis Ingham, Director General.

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Telephone: 020 7233 6026

Membership

Steve Miller MPRCA 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.

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Telephone: 020 7233 6026

Renna Markson MPRCA is the PRCA Head of Engagement. She oversees the PRCA's engagement with its members.

Email: renna.markson@prca.org.uk
Telephone: 020 7233 6026

Henry Redshaw MPRCA 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.

Email: henry.redshaw@prca.org.uk
Telephone: 020 7233 6026

Helen Macfarlane MPRCA is the PRCA Audit Assessor. She oversees the auditing of the Communications Management Standard.

Email: helen.macfarlane@prca.org.uk

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

Email: sue.reynolds@prca.org.uk
Telephone: 020 7233 6026

Sha'uri Correa MPRCA is the PRCA Membership Engagement Executive. She assists with ensuring that all PRCA members are kept up to date with all our activities, events, and the benefits of membership.

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Telephone: 020 7233 6026

Communications, Marketing, and Events

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

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Telephone: 020 7233 6026

Nicholas Henry Dunn-McAfee MPRCA 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.

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Telephone: 020 7233 6026

Neha Khatwani MPRCA is the Public Affairs, Policy, and Research Manager at the PRCA. She works on campaigning work such as diversity and inclusion, and also handles the PRCA's wider public affairs and public policy work.

Email: neha.khatwani@prca.org.uk
Telephone: 020 7233 6026

Leo Fedorcio MPRCA is the PRCA Head of Events. 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.

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Telephone: 020 7233 6026

Isobel Arrowsmith MPRCA is the PRCA Groups Manager. She manages all of the PRCA Sectoral, Regional, and National Groups.

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Telephone: 020 7233 6026

Anna Green MPRCA is the PRCA Events Executive. She helps to make sure that all PRCA events happen.

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Telephone: 020 7233 6026

ICCO

Rob Morbin MPRCA is the Global General Manager of ICCO, the International Communications Consultancy Organisation. ICCO represents over 3,000 PR consultancies.

Email: rob.morbin@iccopr.com
Telephone: 020 7233 6026

National and Regional

Tara Munis MPRCA is the General Manager for PRCA Southeast Asia. Based in Singapore, she leads activities in the region.

Email: tara.munis@prca.seasia.global

Melissa Cannon MPRCA is the General Manager for PRCA MENA. Based in Dubai, she looks after all MENA members throughout the region.

Email: melissa.cannon@prca.mena.global

Wilma Littlejohn MPRCA is the PRCA Scotland Co-ordinator. Her main role is to liaise with the Group Chairman and help organise events and meetings with agencies, in-house teams, and individual members in Scotland.

Email: wilma.littlejohn@prca.org.uk

Belinda Peach MPRCA is the PRCA Northern Co-ordinator. Her main role is to liaise with the Group Chairman and help organise events and meetings with agencies, in-house teams, and individual members in the North of England.

Email: belinda.peach@prca.org.uk

Emily Hall MPRCA is the PRCA South West Co-ordinator. Her main role is to liaise with the Group Chairman and help organise events and meetings with agencies, in-house teams, and individual members in the South West of England.

Email: emily.hall@prca.org.uk

Charlotte Archibald MPRCA is the PRCA Wales Co-ordinator. Her main role is to liaise with the Group Chairman and help organise events and meetings with agencies, in-house teams, and individual members in Wales.

Email: charlotte.archibald@prca.org.uk



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