

# **PRCA** **Individual** **Membership**

[www.prca.org.uk/individuals](http://www.prca.org.uk/individuals)

## **PRCA** **Individual** **Membership**

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## About the PRCA

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

We provide members with industry benchmarking data, facilitate the sharing of communications best practice, help members to prove their professionalism and commitment to ethical behaviour, and offer unparalleled networking opportunities.

Through our corporate and individual membership options, the PRCA represents and regulates over 12,000 people from the public, private, and charitable sectors. This makes us the largest professional body for communications professionals in the UK.

**“Individual PRCA membership demonstrates your commitment to best practice and professionalism in PR...”**

The UK is arguably the world's most advanced PR market, and, as a reflection of this, we currently hold the Presidency of, and manage, the secretariat of the International Communications Consultancy Organisation (ICCO). ICCO is the global PR umbrella body that represents over 1,700 agencies worldwide, through 28 national industry associations. This role gives us a unique global view on best practice in PR.

Individual PRCA membership demonstrates your commitment to best practice and professionalism in PR and communications, while offering a raft of benefits, including networking, and career development opportunities.

**Join the PRCA as an individual member and you will:**

- 1: Demonstrate your professional credibility**
- 2: Grow your professional network and increase your industry knowledge**
- 3: Develop your skills**
- 4: Save yourself money**
- 5: Be part of an organisation that is always proud to stand up for you and your industry**

## 1: Demonstrate your professional credibility

# 1

### Codes of Conduct

PRCA members demonstrate their commitment to ethical and transparent communications by adhering to our Codes of Conduct and our Professional Charter. We take ethical standards seriously, and expect our members to do the same when conducting their business.

### Public Affairs Register

Every quarter, the PRCA publishes a register of all members who practice public affairs and – in the case of consultancies – the list of clients with whom they work. This is done in accordance with our Codes of Conduct and our Professional Charter, and is a public demonstration of our members' commitment to the highest professional standards. Members can then use the designatory letters MPRCA on all of their marketing material, to highlight their commitment to the highest professional standards.

### Communications Management Standard

The PRCA supports quality assurance in PR and communications, and as such promotes the Communications Management Standard (CMS) for freelance individual members.

The CMS is achieved after a successful assessment of PR excellence and professionalism by external auditors. The PRCA Freelancer CMS gives individual freelancers a best practice benchmark for conducting their affairs, as well as providing a structure to help freelancers establish and achieve their personal and professional goals.

Freelancers can display CMS accreditation on all of their correspondences and websites in order to enhance their reputation in the industry.

## 2: Grow your professional network and increase your industry knowledge

# 2

**The PRCA holds free events for individual members every month. These events provide a setting for informal networking, as well as a chance to hear expert views on key industry issues.**

### PRCA Groups

The PRCA runs 30 sectoral, national and regional groups, enabling members to collaborate on areas of common interest, and to network with peers. Groups are broken down by sector or geography. There are seven regional and national Groups, covering the Midlands; the North West; Northern Ireland; Scotland; the South East and East Anglia; the South West and Wales, and Yorkshire, Lincolnshire & the North East. Our Groups cover areas such as diversity, digital, crisis communications, public affairs, and technology. Individual members are eligible to join two sectoral groups and a regional or national group at no extra cost.

### Freelancer Portal

Individuals working as freelancers benefit from free entry to the PRCA's Freelancer Portal, which matches

freelancers to agencies and in-house teams that require ad hoc or on-going support.

### Free Online Resources

PRCA individual members are able to access market intelligence, industry research, and guidance on a whole range of areas, ranging from ethical PR to social media evaluation. We undertake regular benchmarking studies, and our barometer surveys keep members' fingers on the pulse.

The PRCA co-authors independent guides on how to write a brief, find and remunerate an agency, evaluate a campaign, judge creative ideas and purchase public relations, all of which are available for free online.

### 3: Develop your skills

**The PRCA offers over 100 industry-recognised training courses, and a four-tier qualification programme to help members develop professionally and to gain distinction in a competitive market.**

PRCA members receive a considerable discount on all courses and qualifications, making it possible to recoup your membership fee many times over in savings on career-enhancing professional resources.

# 3

#### Training

The courses range from the introductory level for new-starters and those who want to refresh their knowledge, all the way up to advanced-level material, which is designed for Managing Directors and Communications Directors looking to improve their teams, their professionalism, and their overall financial performance.

Training courses are available either face-to-face or online. Face-to-face courses can be either a full or half day session with one of our highly experienced trainers. We run over 50 courses of this kind in London, Bristol, Birmingham, Manchester, Edinburgh, and Belfast. There are also over 50 online courses available as 90 minute interactive webinars that can be accessed at the home or in the office.

#### Qualifications

PRCA Qualifications have been designed to give a clear and structured programme of professional development for all levels of experience. Courses are selected from a range of compulsory and optional modules, meaning individuals are free to focus on the areas that they wish to develop. All courses are accredited by our prestigious Qualifications Board, and are recognised industry-wide as a key indicator of professional competence and commitment.

There is no enrolment deadline and qualifications can be started at any time during the year, which means that there is nothing to delay you on your route to an accredited qualification.

“Recognised industry-wide as a key indicator of professional competence and commitment...”

#### PRCA Foundation Course (FCert PRCA)

This qualification is designed to ground new starters in the core principles of PR, and to improve individual effectiveness as part of a team.

#### PRCA Online Certificate (OCert PRCA)

The Online Certificate is designed primarily for intermediate level practitioners looking to gain depth over a wide range of issues.

#### PRCA Advanced Certificate (AdCert PRCA)

This qualification offers our widest range of courses, and is aimed at professionals who have been practising PR for at least two years.

#### PRCA Diploma (Dip PRCA)

The Diploma is designed to help Managing Directors and Communications Directors to lead their organisations more effectively.

## 4: Save yourself money

# 4

### Publications

Individual members receive a free copy of Communicate Magazine delivered to their door each month and can take advantage of the discounts that we have negotiated with key publications in the PR, communications, and marketing sectors.

Our Partner, Precise, offers a range of services to support PR and communications professionals. As a PRCA member, you will receive a complimentary subscription to their daily news service, Morning All, which provides a first view of the day's most important news and events, first thing and throughout the day.

### Discounts to our Conferences and Awards

Members receive discounted entry to the PRCA National Conference and Gateway Conferences. These events attract hundreds of senior communications professionals, and provide a great opportunity for learning and networking.

Members are eligible for significant discounts upon entering the PRCA National Awards and regional DARE Awards, which provide a platform on which individuals can attain national recognition.

Members can also obtain discounted entry to the awards ceremonies held around the UK.

## “From holidays to home insurance, energy bills to everyday grocery shopping...”

### Affiliates and Partners Programme

PRCA members can leverage the agreements that we have with a number of like-minded trade associations, PRCA Partners and PRCA Associates.

Participating trade associations include the IVCA (International Visual Communications Association); MIPAA (Motor Industry Public Affairs Association); WPR (Women in PR); and APA (Advertising Producers Association), offering our members discounted or free access to their events, knowledge and services.

The PRCA's Affiliates and Partners Programme provides you with access to the best industry services at competitive rates. Members benefit from discounts with the suppliers of corporate and individual

products and services, such as press cuttings agencies, research firms, events companies, and evaluation experts.

### PRCA Xtra

From holidays to home insurance, energy bills to everyday grocery shopping, PRCA Xtra helps save our members time, money, and stress by bringing together the best discounts on a wide range of products and services.

## 5: Be part of an organisation that is always proud to stand up for you and your industry

# 5

### High-profile

The PRCA has a high profile in the trade, national and broadcast media, and promotes members' interests on industry issues.

We regularly provide an authoritative voice for the industry, commenting on issues such as recruitment and retention in the PR industry, diversity, freedom of the press, and the need for standards in PR and lobbying. The PRCA has consistently defended the industry regarding the provision of a statutory register of lobbyists.

High-profile campaigns include our Intern Campaign to tackle unpaid internships in the PR industry – launched with the Deputy Prime Minister.

As the voice of the industry, the PRCA has saved PR practitioners an estimated £100 million through legal battles with the Newspaper Licensing Agency (NLA).

The PRCA has been to the High Court, the Copyright Tribunal, the Court of Appeal and the Supreme Court to defend the rights of PR and communications teams to share online articles without infringing copyright laws. We have successfully lobbied for collecting societies such as the NLA to adhere to codes of conduct enforceable by law.

### International visibility

The PRCA has a high profile internationally. Our Presidency of the ICCO allows us to represent our members' interests on a global basis.

### Promoting diversity

Our PR Apprenticeship Scheme ensures our industry has the chance to recruit fresh talent from diverse sections of the population.

## FAQs

### Are there any hidden, one-off extra joining fees?

No. We have a simple joining process – there are no hidden, one-off extra joining fees.

### How quickly can I join?

We can set you up as an individual member within one working day.

### Why is the cost low, compared with other membership organisations?

We're just more efficient and better value!

### Do I need a reference?

No. All members sign up to our codes of conduct, and as PR and Communications professionals, we trust that the information that you provide will be honest and accurate.

## How to join

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

There are two easy ways to join the PRCA as an individual member:

- 1: Visit [www.prca.org.uk/individuals](http://www.prca.org.uk/individuals)
- 2: Send an email to: [joinus@prca.org.uk](mailto:joinus@prca.org.uk)

### **Individual Membership Fees**

Standard Membership: £100  
Membership via one of our affiliated partners (WPR/ MIPPAA/IVCA): £50  
International Membership: £50  
Student Membership: £12.50

### **PRCA**

Willow House  
17 -23 Willow Place  
London SW1P 1JH

T 020 7233 6026  
F 020 7828 4797

[joinus@prca.org.uk](mailto:joinus@prca.org.uk)  
[www.prca.org.uk](http://www.prca.org.uk)

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Willow Place  
London SW1P 1JH

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F 020 7828 4797  
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