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# **PRCA** Consultancy Membership

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# Strengthening the voice of the PR industry across the UK

## PRCA Consultancy 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 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 18,000 members from the public, private, and charitable sectors. This makes us the largest body for communications professionals not just in the UK, but in Europe.

The UK is indisputably one of the world's most advanced PR markets. 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 almost 2,000 agencies worldwide, through 30 national industry associations. This role gives us a unique global view on best practice in PR, and allows us to help consultancies work internationally.

PRCA membership demonstrates your commitment to best practice and professionalism in PR and communications, while offering a raft of benefits, including networking, free guidance, benchmarking and commercial opportunities.

### Join the PRCA as a Consultancy member and you will:

- 1 Demonstrate your professional credibility
- 2 Grow your professional network and increase your industry knowledge
- 3 Develop the skills of your staff
- 4 Save your consultancy money
- 5 Increase your new business opportunities
- 6 Be part of an organisation that is always proud to stand up for you and your industry

# 1

## Demonstrate your professional credibility

### Codes of Conduct – the ultimate point of differentiation for our members

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.

### Communications Management Standard

The Communications Management Standard (CMS) is the PR industry gold standard.

Adopted in 17 countries around the world and endorsed by ICCO, it provides clients with the reassurance that your business operates in line with best practice. A key aspect of CMS is a regular audit covering nine elements of business management, including campaign management and leadership. CMS evolves with the needs of our industry – with additional modules for Diversity and Evaluation.

### Designatory Letters

PRCA members are able to award their staff the designatory letters MPRCA, highlighting the agency's commitment to the highest professional standards, and helping to motivate and retain valued staff. All members of staff can access a wide range of benefits.

### 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. The PRCA is proud to be the voice of the lobbying industry, working tirelessly to improve the Lobbying Act whilst demonstrating the robustness of our Codes of Conduct and Register.

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## Grow your professional network and increase your industry knowledge

*The PRCA hosts a wide range of free events for members – about 100 a year. These events provide a setting for informal networking, as well as a chance to hear expert views on key industry issues.*

### PRCA Groups – learning through collaboration

The PRCA runs over 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 and the North East. Our sectoral groups cover areas such as diversity, digital, crisis communications, public affairs, public sector, charity and not for profit.

### Freelancer Portal – a resource of talent at your fingertips

We provide a free service where we match consultancies with freelancers, based on relevant sectors, location and expertise. The portal allows members to browse the profiles of freelancers, and to access their contact details.

### Free online resources

PRCA Consultancy 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.

The PRCA co-authors independent guides on how to handle a brief, agree appropriate remuneration, evaluate a campaign, judge creative ideas, and purchase public relations, all of which are available for free online.

### Annual Consultancy Benchmarking – the ultimate in checks and balances

The PRCA Annual Consultancy Benchmarking Survey consists of three sections completed by Finance Directors, Human Resources Directors and Managing Directors. It enables you to compare the performance of your business against industry averages and covers everything from salaries per level to charge out rates. This survey provides a unique opportunity to identify your strengths, weaknesses, and reduce your costs. The cost of an independently arranged equivalent would be more than £15,000.

## Develop the skills of your staff

*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 significant discount on courses and qualifications, making it possible to recoup your membership fee many times over in savings on career-enhancing professional resources.

### Training

With over 100 courses on offer, there is a PRCA training course to help you develop as a professional – whatever the stage of your career.

All our courses have a practical focus, meaning the skills, techniques and best practice covered in our training can be used with immediate effect upon returning to work. This means that we deliver content rich, cutting edge and relevant learning experiences which deliver benefit for both the organisation and the individual.

### What we offer

- **Face-to-face Training** – We deliver over 55 courses in London, with the 10 most popular of those also being offered at our national training centres in Bristol, Birmingham, 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.
- **Bespoke Training** – Any one of our courses can be tailored to the specific needs of your team and brought in-house at a time that is convenient to you.
- **Qualifications** – PRCA Qualifications have been designed to help give you and your staff a clear and structured programme of professional development to help you progress no matter what the current level within the organisation.

Our most popular courses run at our national centres, reducing the need to travel and saving both time and money.

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

### Qualifications

PRCA Qualifications and apprenticeships 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 and apprenticeships 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.

### PRCA PR Apprenticeship

The apprenticeship is a route into industry for non-graduates to achieve a Level 4 qualification, the equivalent to a foundation degree over 15 months. PRCA offers a free recruitment service to find your apprentice. PR Apprentices study a variety of modules which will include a range of PRCA webinars and face to face sessions.

### 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 in-depth knowledge 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 senior agency professionals lead their organisations more effectively.

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## Save your consultancy money

### Free legal advice

Through our legal partner Lewis Silkin, PRCA members can access a free legal and HR helpline that provides advice on a range of issues including tax, VAT, PAYE, payroll, employment, health & safety, commercial, and legal matters.

### Our media bundle

We draw upon the best industry news to provide our members with the ultimate download of information from the world of PR and communications:

Our 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.

We also provide updates from other resources from industry specialists such as PRmoment and Gorkana.

### Discounts to our conferences and awards

Members receive one free place, plus discounts on additional seats at the PRCA National Conference, plus discounted entry to our themed 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 countrywide DARE Awards, which provide a platform on which individuals can attain national recognition.

### 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 Affiliates.

Participating trade associations include the EVCOM (Event & Visual Communication 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 from 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 staff time, money and stress by bringing together the best discounts on a wide range of products and services.

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## Increase your new business opportunities

### Brands that have used FAPRA

Allianz Insurance, Eden Project, Marks & Spencer, Ford Retail, Cow & Gate, Ella's Kitchen, E.ON, BP Castrol, Macmillan Cancer, Peugeot, Southern Cross, Wasabi, QVC, NHS Careers, Rentokil, Rowse, Grant Thornton, Optegra UK, Paramount Home Entertainment, Oxfam, Green Giant, Plan International, Dulux, NSPCC, Royal Parks Foundation, First Milk, National Caravan Council, The Royal Borough of Kingston on Thames, Highland Spring, Ladbrokes, Bayer and Danone.

### Find A PR Agency – Business Referral Service

Alongside numerous informal networking and partnership opportunities the PRCA provides a formal new business referral service for consultancy members that have achieved the Communications Management Standard (CMS) accreditation.

FAPRA is a free matchmaking service for client organisations, procurement professionals, business owners and in-house teams to use when they are reviewing their agency arrangements, tendering contracts or are seeking an agency for a project.

FAPRA is free to clients because we levy a 5% commission on the winning consultancy's first year's fee or project fee.

It is also why it remains a busy service, attracting briefs of all shapes and sizes and from all sectors, as the list of brands to the side illustrates.

### How it works

Based on each brief, an initial search of relevant consultancies is completed via a database search to create a long list of consultancies. Using our knowledge of our agencies we then draw up a shortlist of relevant agencies which we then present back to the client company. We address conflict where we can and will normally seek confirmation first before putting any consultancies forward for a brief.

The client may also use FAPRA to organise for credentials and case studies to be sent directly or we may act as a go-between when the requirement is confidential.

In all instances, we remain a trusted source of information and best practice guidance on how to run a successful pitch process and act in the best interest of all our members be they client organisations or consultancies.

To find out more please visit [www.prca.org.uk/fapra](http://www.prca.org.uk/fapra)

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

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

In our campaign to defend the rights of PR and communications teams to share online articles without infringing

copyright laws, the PRCA has been to the High Court, the Copyright Tribunal, the Court of Appeal, the Supreme Court and finally the Court of Justice of the European Union – which accepted all of our arguments, changing copyright law across the EU. 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 and management of ICCO allows us to represent our members' interests on an international basis.

### Promoting diversity

Our PR Apprenticeship Scheme ensures our industry has the chance to recruit fresh talent from diverse sections of the population. The PRCA offers a free recruitment service, the chance to receive a government grant to help cover costs and industry accredited training.

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# PRCA TRAINING AND APRENTICESHIPS

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## How to join

If you wish to join the PRCA or have any further questions, please contact:

[steve.miller@prca.org.uk](mailto:steve.miller@prca.org.uk)

T: 020 7233 6026

**INTRODUCTORY**

**INTERMEDIATE**

**ADVANCED**

**PERSONAL SKILLS**

**BESPOKE**

**APRENTICESHIPS**

To find out more

[www.prca.org.uk/pr-training](http://www.prca.org.uk/pr-training)

[www.prca.org.uk/pr-apprenticeships](http://www.prca.org.uk/pr-apprenticeships)

**QUALIFICATIONS**

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MAKE THE RIGHT CHOICE



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