



GLOBAL
ADVISORY
BOARD

ANNUAL REPORT

PRCA ADVISORY BOARD MEMBERS

- Nitin Mantri – Chair
- Lee Nugent – Vice Chair
- Ahmad Itani
- Alex Aiken
- Barbara Phillips
- Caroline Hsu
- Jim Donaldson
- Kwame Senou
- Mary Beth West
- Omar Qirem
- Paul Cohen
- Veroslava Novosilnaya

PRCA BACKGROUND

The Global Advisory Board, comprised of internationally recognised PR leaders, was established in September 2021 to work closely with the PRCA's International Director and provide strategic direction to the PRCA as it expands its footprint in established and emerging PR markets around the world.

Following the PRCA Governance Review in 2023, the Global Advisory Board became part of the policy structure within the Association.

Since the AGM in 2023 the board has restructured and appointed new members.

The PRCA Global Advisory Board reflects our considerable and growing international footprint, and will aim to:

- Regularly discuss PRCA's international plans.
- Hear from our board members, asking them to input on how we can best serve members around the world.
- Be an open forum for discussion and idea sharing. Looking at global challenges and opportunities, and how we can support the industry globally.
- Sharing common learnings and professional best practice across borders to drive further advancement and understanding of the communications sector around the world

STRUCTURE

- Each Advisory Board will consist of between 8 and 15 members drawn from the Professional Members and Associate Members.
- The chair of an Advisory Board will be a Professional Member.
- The process to appoint members of the Advisory Boards will be devised by the Advisory Boards themselves and approved by the Nominations Committee.

TERMS

- Advisory Board members will serve for 3 years.

MEETINGS

- The advisory board should meet a minimum of twice a year.

PRCA WORKSTREAMS

Talent

- Winning Talent
- NextGen
- Training
- Salaries / benchmarking
- Social Impacts
- Our approach to education

The Future

- PR for PR – What is our role?
- How agencies work globally
- Navigating Geopolitics
- The impact of tools on our agencies
- The value of PR

PRCA WORKSTREAMS

Ethics

- Building on previous work and achievements of the Ethics Council, raise ethical standards in the global PR industry.
- Ethical codes of conduct, creating an ethical forum
- Debating ethical issues.
- Sharing best practice.
- Working alongside the PRCA Standards Committee
- DE&I

Innovation

- The rise of AI and its effect on the industry in the short and long term.
- Thought leadership on technology and media impacting public relations.

PRCA FUTURE PLANS

- In the coming year, we aim to diversify our advisory board by actively recruiting new members from underrepresented regions, specifically Latin America and South Africa. This initiative will help us ensure that our board reflects a broad range of perspectives and experiences, enabling us to better address global challenges and opportunities in the industry.
- Addressing the issues of talent in the industry, bridging the gap between education and the workplace
- Exploring issues related to innovation in public relations practice