



Annual Report 2016

June 2017

Global Alliance for Public Relations
and Communication Management

Highlights of 2016/2017

Letter from the Global Alliance Chair

The Global Alliance has focused strictly on its key mission and has managed to produce pivotal output while also reducing its spending in 2016/17.

As is true for most of our member organizations, our income has been volatile and has required us to focus on projects that make the biggest difference to our mission and our members. Your board is therefore especially pleased to report progress on key initiatives:



Growing our Alliance

The Global Alliance has become even more global in 2016/17 with the following new members: FOCCO (Chile), IPRM (Malaysia), LPRS (Lithuania), The Newhouse School of Public Communication, Syracuse University (USA), MEPRA (UAE), FundaCom (Spain), and Universidad Camilo José Cela (Spain).

The Learning Management System

All Global Alliance members now have access to the online education provided by our member the Public Relations Society of America (PRSA), including dozens of webinars and certification courses. With a promotional code, all GA members can register at the significantly reduced PRSA rate and your association will receive \$50 per online registration.

The Global Capabilities Framework Project

This is a multi-year, two-phased project supported by a mandate given by the GA members at the Annual General Meeting 2014. The brief is to construct a capability framework that can be applied globally while reflecting local needs. Professor Anne Gregory and Dr. Johanna Fawkes have drawn together partners from Sweden, Spain, Argentina, the US, South Africa, the UK, Australia and Singapore. The framework will be ready in 2018 and will set benchmarks for professional standards, for national accreditation bodies and for curriculum design.

Conferences in Emerging Economies

After the success of the 3-day conference hosted by our member the Public Relations Society of Kenya (PRSK) in Nairobi, Kenya in November 2015, the Global Alliance will continue to encourage regional conferences at which delegates from emerging economies can gather. Our member the ASEAN Public Relations Network (APRN) will host the next regional conference 22-23 September 2017 in Bali during the year of the 50th anniversary of ASEAN. Delegates from Southeast Asia and beyond will debate impact of public relations on ASEAN and its competitiveness.

Global Communications Report

The second edition of the Global Communications Report was published in April 2017, driven by the University of Southern California's Center for Public Relations, and jointly conducted with the Holmes Report and other major communication bodies. GA member associations in all continents responded to the survey with results forecasting the growth, the blurring of professional boundaries and the evolution of PR's professional identities.

Comm Prix Award

The Global Alliance's COMM PRIX awards celebrate the impact that PR has on organizations' relationships in two categories: public relations programmes and academic case studies. The winners in 2016 were Bayer Australia and New Zealand with its campaign 'Ambition 2015' and the University of Notre Dame with its case study 'Sony Pictures Entertainment: A Cybersecurity Attack'.

World Public Relations Forum

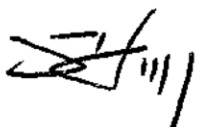
The 9th edition of the World Public Relations Forum was held 29-31 May 2016 in Toronto, hosted by our member the Canadian Public Relations Association (CPRS). With over 600 delegates from around the world discussing 'Communication Across Cultures', the WPRF 2016 was one of the largest assemblies of public relations professionals. The Norwegian Communication Association (NCA) will be the host the 10th edition of the World Public Relations Forum 22-24 April in Oslo where delegates will discuss truth, profit and intelligence.

Focusing our resources

Unfortunately, the World Public Relations Forum 2016 was not a success financially. As a consequence, your board has taken a number of decisions to refocus the resources of the Global Alliance. These included a revision of the fee structure and the elimination of all headcount at the Executive Centre at USI, the University of Lugano (Switzerland) and replacing it with a part-time freelance model. While the legal seat of the Global Alliance remains in Lugano, the board is currently supported on one day a week by a professional who operates remotely and will in future receive additional marketing support from the Universidad Camilo José Cela, an institution of higher learning in Madrid, Spain.

Outlook

The Global Alliance is on even keel and its sails are set by you, our members. After my two years as Chair of the Global Alliance, I'm more impressed than ever by the immense dedication from members around the world, from volunteers, from professionals in 5 continents, from bloggers, educators, thought leaders, and from members of the Global Alliance board, all of whom are volunteers. Together we continue to search for standards that unite us while celebrating the diversity among the many ways in which public relations is practiced.



Gregor Halff,
Chair, Global Alliance for Public Relations and Communication Management

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The Global Alliance at a glance

Profile

The Global Alliance for Public Relations and Communication Management (www.globalalliancepr.org) is the confederation of the world's major public relations and communication management associations and educational institutions, representing through its members 160,000 practitioners and academics around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Founded: 2000
Status: Non-profit organization
Head office: Lugano, Switzerland (since Oct. 2008)

Vision

The Global Alliance's vision is to enhance the role and value of public relations and communication management to organizations, and to global society. We pursue this vision through leadership and service to the profession, defining universal principles that unite our professional associations and their members, while embracing a diversity that enables different applications in different parts of our global community.

Mission

- To unify the public relations and communication management profession
- To raise its professional standards all over the world
- To share knowledge for the benefit of our members
- To be a global voice for public relations in the public interest

Operating principles

- Consensus-based collaboration
- Common principles, country-specific applications
- Seamless membership approach in a global community

Membership benefits

- Share knowledge with leaders from the world's major PR/communication professional associations and institutions on every continent
- Have a voice in setting standards in education, governance, ethics, sustainability and other critical themes on a global level
- Demonstrate to audiences and stakeholders that members are part of the Global Alliance's global confederation and share a global vision for communication
- Participate in international research projects to raise standards, share knowledge and advocate for professional PR and communication
- Use the Global Alliance online global communication platforms to give visibility to member organizations, their news and events
- Benefit from 'members-only' rates and global reciprocity at the conferences, events and networks of Global Alliance member associations worldwide

Organisation

In October 2008, the Global Alliance's administrative center was established in Lugano, Switzerland, at Università della Svizzera italiana (USI). The exceptional support from the University has allowed the Global Alliance to make the transition from a grassroots entity to an institutionalized organisation with an executive officer and a secretariat to oversee its day-to-day operations. The Global Alliance Center efficiently manages various key elements of the Global Alliance such as membership service and growth, internal and external communication, initiatives and partnership activities, and has contributed to significant managerial professionalization of the Global Alliance.

Executive Board, 2016/17

The Global Alliance is led by a volunteer Board comprising leading public relations practitioners, academics and association managers. They are tasked with the development, execution and institutionalization of all major projects of the Global Alliance. In 2016, the Board included representatives from 13 countries and six continents.

| Position | Incumbent | Country | Association |
|------------------------------|-------------------------|-------------|-------------|
| Chair | Gregor Halff | Singapore | IPRS |
| Chair-Elect | José Manuel Velasco | Spain | DIRCOM |
| Immediate Past Chair | Anne Gregory | UK | CIPR |
| Treasurer | Joseph Truncale | USA | PRSA |
| Secretary | Therese Manus | Norway | NCA |
| Chief Administrative Officer | Elena Bernasconi | Switzerland | GA |
| Board Member | Francisco Alwyn | Chile | FOCCO |
| Board Member | Tato Carbonaro | Brazil | ABERJE |
| Board Member | Fiona Cassidy | New Zealand | PRINZ |
| Board Member | Prita Kemal Gani | Indonesia | APRN |
| Board Member | Tina McCorkindale | USA | IPR |
| Board Member | Paula Portugal Mendez | Portugal | APCE |
| Board Member | Cecilia Schon - Jansson | Sweden | SACP |
| Board Member | Mark Schumann | USA | IABC |
| Board Member | Kentice Tikolo | Kenya | PRSK |

Global Alliance Chairs since inception:

Anne Gregory (UK)
 Daniel Tisch (Canada)
 John Paluszek (USA)
 Colin Farrington (United Kingdom)
 Sej Motau (South Africa)
 Jean Valin (Canada)
 Toni Muzi Falconi (Italy)

Global Alliance Center:

Elena Bernasconi, Chief Administrative Officer
 Désirée Hautps, Executive Assistant/Communication Manager (until September 2016)

Members in good standing 2016

| | | |
|--------------|--|----------------|
| ABERJE | Brazilian Association of Business Communication | Brazil |
| APCE | Portuguese Association for Corporate Communication | Portugal |
| APRN | Asean Public relations Network | ASEAN |
| CICOM | Confederation of the Communication Industry | Mexico |
| CIPR | Chartered Institute of Public Relations | United Kingdom |
| CPRPA | Professional Council of Public Relations of Argentina | Argentina |
| CPRS | Canadian Public Relations Society | Canada |
| DIRCOM | Asociación de Directivos de Comunicación | Spain |
| DPRG | German Public Relations Association | Germany |
| DUOC UC | Fundación Instituto Profesional Duoc UC | Chile |
| EPRA | Estonian Public Relations Association | Estonia |
| FERPI | Italian Federation of Public Relations | Italy |
| FOCCO | Chilean Association of Corporate Communication | Chile |
| HC | .HARBOURCLUB. | Switzerland |
| HUOJ | Croatian Public Relations Association | Croatia |
| IABC | International Association of Business Communicators | USA |
| IPR | Institute for Public Relations | USA |
| IPRM | Institute of Public Relations Malaysia | Malaysia |
| IPRS | Institute of Public Relations of Singapore | Singapore |
| LPRSA | Lithuanian Public Relations Specialists' Association | Lithuania |
| MEPRA | Middle East Public Relations Association | Middle East |
| NCA | Norwegian Communication Association | Norway |
| NEWHOUSE | The Newhouse School of Public Communication, Syracuse | USA |
| NIPR | Nigerian Institute of Public Relations | Nigeria |
| PERHUMAS | Public Relations Association of Indonesia | Indonesia |
| PRIA | Public Relations Institute of Australia | Australia |
| PRII | Public Relations Institute of Ireland | Ireland |
| PRINZ | Public Relations Institute of New Zealand | New Zealand |
| PRISA | Public Relations Institute of Southern Africa | South Africa |
| PROCOM | Finnish Association of Communications Professionals | Finland |
| PRFoundation | The Promise Foundation for Public Relations | India |
| PRORP | Mexican Association of Public Relations Professionals | Mexico |
| PRSA | Public Relations Society of America | USA |
| PRSK | Public Relations Society of Kenya | Kenya |
| SACP | Swedish Association of Communication Professionals | Sweden |
| SPRI | Swiss Public Relations Institute | Switzerland |
| SPRV | Swiss Public Relations Association | Switzerland |
| UFL | University of Florida, College of Journalism and Communication | USA |
| ULAB | University of Liberal Arts Bangladesh | Bangladesh |
| USC | University of Southern California | USA |
| USMP | University of San Martín de Porres | Perú |

Work by the Global Alliance

1. World Public Relations Forum (WPRF)

The Global Alliance's signature program, practically from the organization's inception, has been its bi-annual assembly of public relations and communication professionals from around the world to examine major issues affecting the profession and affected by the profession.



The **9th edition of the World Public Relations Forum** was held on May 29-31, 2016 in Toronto, Canada, on the theme **Communication Across Cultures** and was hosted by the Canadian Public Relations Society (CPRS).

The WPRF 2016 was one of the largest assemblies of public relations and communication professionals from around the world, and a unique opportunity to gather over 600 professionals with academics, producing important outcomes for the advancement of the profession.

It featured:

- Workshops, presentations and discussions on emerging trends and research findings from international experts
- Exhibitors showcasing innovative products and services
- A Gala dinner celebrating both the winners of the CPRS National Awards of Excellence and the Global Alliance COMM PRIX Awards
- A chance to experience Canada's diverse multicultural city.

The WPRF brand continues to grow in prominence, and the Global Alliance has developed transparent criteria to guide what is now a highly competitive bidding process to select host countries and associations.

For more information, visit www.globalalliancecpr.org/wprf/

6 continents
60 countries
160,000 global communication professionals

Toronto Canada

Toronto welcomes the world. May 29-31 2016

2. COMM PRIX Awards

This initiative addresses Global Alliance's mission to raise the public relations professional standards and share knowledge all over the world.

The Global Alliance launched its COMM PRIX Awards in 2013.

COMM PRIX 2016 celebrated the impact of public relations and communications on an organization's relationships with essential stakeholders.

In the 2016 edition of COMM PRIX Awards there were two categories: PR Programs and Academic Case Studies. Given the high quality of entries this year, the Judges had a challenging task.

In the category of PR Programs, the jury announced ten finalists, and the supreme winner of COMM PRIX was announced at the CPRS - GA Awards Gala Dinner held during the World Public Relations Forum, 29-31 May, in Toronto.

The winner of PR Programs was "Ambition2015", Bayer Australia and New Zealand, Australia.

The winner of the Academic case studies was "Sony Pictures Entertainment, Inc.: A Cybersecurity Attack From North Korea", University Of Notre Dame.

For more information, see www.globalalliancepr.org/comm-prix-awards/



3. Association Workshop

Every year the Global Alliance for Public Relations and Communication Management organizes an Association Workshop, a free event for member associations where developments and common strategic issues for GA members are explored.

In 2016 the GA Association Workshop took place in Toronto, Canada on May 28, 2016, the day prior to the World Public Relations Forum.

At the workshop, the world's public relations and communication management associations gathered to share and discuss best practices around association sustainability and development, such as membership recruitment and retention, member and volunteer engagement and financial sustainability. This session was facilitated by our member IABC and also included best practices from PROCOM (Finland).

The GA members also continued the work on capabilities frameworks that we first started in Lugano in 2014.



4. Global Capabilities Framework

The Global Capability Framework project is one of the Global Alliance's flagship projects. This two-year research program which is designed to be used by PR professional bodies and practitioners around the world, is making a seminal contribution to world knowledge. It aims to set a benchmark for the profession by describing the capabilities demanded of the contemporary practitioner both now and into the future and it will also help educators to build strong and relevant curricula.

The brief is to construct a capability framework that can be applied globally; reflects cultural and regional variations in public relations as a profession; and is forward looking in its approach. The intention is that it will be used by the global academic and practitioner communities and to ensure it is relevant to every continent and reflects local needs, the project has drawn together an initial partnership of academics from Sweden, Spain, Argentina, Canada, US, South Africa, Singapore, Australia and UK. More countries and partners will come on board in 2018 once the framework has been developed and it ready for use around the world.

Global Alliance has partnered with University of Huddersfield for this work who are providing the funding and it is led by Professor Anne Gregory, Chair of the Global Alliance from 2013 to 2015 and Dr Johanna Fawkes.

For more details of the project, see www.hud.ac.uk/huddersfield-business/research/projects-and-partnerships/gcpr/

5. ASEAN Regional Conference

The Global Alliance will have its first regional conference in Southeast Asia to mark the 50th anniversary of ASEAN. The ASEAN Public Relations Regional Conference (APRC) will be hosted by the ASEAN PR Network (APRN) in Bali on 20-22 September 2017 at the Trans Resort Bali

The conference will have “Communicating ASEAN’s Global Competitiveness” as the main theme and will include a number of pre-conference events designed to provide important opportunities for networking and professional development.

For more information, see <http://www.aseanprconference.com>



6. The Global Communications Report

The second edition of the Global Communications Report was published in April 2017, driven by the University of Southern California's Center for Public Relations, and jointly conducted with the Holmes Report and other major communication bodies. GA member associations in all continents responded to the survey with results forecasting the growth, the blurring of professional boundaries and the evolution of PR's professional identities.

For more information, visit www.globalalliancepr.org/global-communications-report/



7. Learning Management System

All Global Alliance members now have access to the online education provided by our member the Public Relations Society of America (PRSA), including dozens of webinars and certification courses. With a promotional code, all our members can register at the significantly reduced PRSA rate and your association will receive \$50 per online registration.

8. Links with academia

Scholarships

Thanks to a long-standing strategic partnership with USI, the Global Alliance for Public Relations and Communication Management each year provides a limited number of scholarships to the Certificate of Advanced Studies (CAS) Communications Management in a Complex Environment applicants living and working outside of Switzerland. The scholarships are part of the Global Alliance's commitment to educational programs which support its institutional goals.

For more information: www.emscom.usi.ch

Research Colloquium

The Research Colloquium is part of every World Public Relations Forum. In 2016 researchers, educators, students and academic thought-leaders from around the globe gathered to participate in a full day of discussions and peer-reviewed paper presentations around the main theme "*Communication Across Cultures*". The leading academic journal in Public Relations, *Public Relations Review*, dedicated a special issue to the Research Colloquium comprising its best papers.

9. Global Alliance outreach to multilateral institutions/global society

The Global Alliance has undertaken communication **initiatives with the United Nations**, where it is a registered non-governmental organization (NGO) with a concentration with the UN Global Compact and with the World Bank, where it has collaborated in the Bank's "Communication for Development" program.

The GA partnered in 2016 with the Commission on Public Relations Education (CPRE) to map out the road towards a global framework in education. See www.commpred.org/firstlook. The report will be launched during the International conference of the Public Relations Society of America (PRSA). The CPRE is made up of 15 global, international and North American organizations. For the first time the report will have a distinctive global flavor and will reflect input from several countries throughout the world. Here is a snapshot of the chapters that will be in the 2017 report: Introduction, research, ethics, diversity, global Implications, outcomes, undergraduate education, internships, online education, governance and academic support, faculty credentials, professional certification and accreditation, technology, theory an conclusion.

Treasurer's report

Financial results for Global Alliance vary from year to year depending on several factors, most significantly the success of the World Public Relations Forum.

Following a very successful event in Madrid in 2014, the Global Alliance invested in additional staff resources to pursue a more aggressive plan of work. That work included the re-set of the Global Alliance web site, a new email system, and a European funded project on Deliberative Engagement. The World Conference on Public Relations in Emerging Economies in Kenya in the fall of 2015 was also a complex undertaking requiring the resources and attention of the Global Alliance team.

The 2016 WRPf in Toronto while successful in many respects, was nevertheless disappointing from a financial perspective. That was a major factor in the financial challenges realized by the Global Alliance in 2016.

Following that event, the Board went to work reducing expenses for the balance of 2016. Despite an uptick in membership dues, 2016 overall revenue did not meet expectations resulting in a 47'821 CHF net loss for the year.

During its December meeting held in Madrid, the Officers and Board worked to re-align the workload of the Alliance and the resulting savings will be fully realized on an annual basis during the fiscal year 2017.

Greater emphasis on membership expansion, and working with our colleagues in Bali to ensure a positive outcome from this year's partnered event will go a long way toward shoring up our financial results. Greater participation among our sponsors will add not only financial resources but content and technology expertise as well.

Joseph P. Truncale, Ph.D., CAE,
2016-2017 Treasurer
Global Alliance for Public Relations and Communications Management

May 17, 2017

Auditor's report



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Report of the statutory auditor on the limited statutory examination to the members of Global Alliance for Public Relations and Communication Management

As statutory auditor, we have examined the financial statements (balance sheet, income statement and notes) of **Global Alliance for Public Relations and Communication Management** for the financial year ended 31.12.2016.

These financial statements are the responsibility of the management. Our responsibility is to perform a limited examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of company personnel and analytical procedures as well as detailed tests of company documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited examination, nothing has come to our attention that causes us to believe that the financial statements and the proposed appropriation of available earnings do not comply with Swiss law and the company's articles of incorporation.

Lugano, 19 May 2017

Fidemini Sagl

Lavinia Sergi-Indemini
Licensed Audit Expert

Annexe: signed financial statement

Global Alliance for Public Relations and Communication Management Financial Statement 2016

Income Statement

| | 01.01.2016 | 31.12.2016 | 01.01.2015 | 31.12.2015 |
|---|------------|-------------------|------------|-------------------|
| | CHF | | CHF | |
| Expenditure | | | | |
| Global Alliance Center Personnel costs | | 70 328,90 | | 101 255,78 |
| Freelance | | 4 000,00 | | 0,00 |
| General Business expense: | | | | |
| -Stationary and prints | | 0,00 | | 83,00 |
| -Furniture machinery | | 2 825,02 | | 3 943,87 |
| -Global Alliance Awards | | 2 258,43 | | 2 755,38 |
| -Expense refund | | 3 511,27 | | 2 369,65 |
| -Third party services | | 10 666,18 | | 922,61 |
| -Other general expenses (Board Meetings, marketing) | | 18 959,63 | | 4 190,71 |
| -Financial fees | | 292,25 | | 8 214,54 |
| <u>Total business expense</u> | | <u>112 841,68</u> | | <u>123 735,54</u> |
| <u>Contribution to net assets</u> | | <u>0,00</u> | | <u>10 000,00</u> |
| <u>Total Expenditure</u> | | <u>112 841,68</u> | | <u>133 735,54</u> |
| Income | | | | |
| Membership fees | | 33 667,60 | | 31 551,30 |
| Advertising | | 0,00 | | 3 000,00 |
| Sponsorship | | 0,00 | | 26 300,00 |
| WPRF | | 0,00 | | 71 530,99 |
| Global Allinace Awards | | 10 464,00 | | 350,00 |
| Special contributions | | 14 167,87 | | |
| European Lifelong Learning Project | | 6 721,03 | | 18 717,44 |
| <u>Total Income</u> | | <u>65 020,50</u> | | <u>151 449,73</u> |
| <u>Change in Net Assets</u> | | <u>-47 821,18</u> | | <u>17 714,19</u> |



| Balance Sheet, December 31. 2016 | 2 016 | 2 015 |
|--|-------------------|-------------------|
| | CHF | CHF |
| Assets | | |
| Current Asset c/o Bank | 56 002,30 | 132 791,28 |
| WCPREE 2015 - deposit | 109 000,00 | 109 000,00 |
| <u>Total Assets</u> | <u>165 002,30</u> | <u>241 791,28</u> |
| Liabilities and Net Assets | | |
| Liabilities | | |
| USI account | 67 229,18 | 100 311,22 |
| Balance from credit card | 677,54 | 2 163,30 |
| Accruals and deferred income | 5 600,00 | 0,00 |
| <u>Total Liabilities</u> | <u>73 506,72</u> | <u>102 474,52</u> |
| Net Assets | | |
| Change in Net Assets | -47 821,18 | 17 714,19 |
| Carried over from previous year | 139 316,76 | 111 602,57 |
| Contribution to net assets | 0,00 | 10 000,00 |
| WPRF (advance payment of sponsorship fees) | 0,00 | 0,00 |
| <u>Total Net Assets</u> | <u>91 495,58</u> | <u>139 316,76</u> |
| <u>Total Liabilities and Net Assets</u> | <u>165 002,30</u> | <u>241 791,28</u> |

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Notes to the Financial Statement of the Global Alliance for Public Relations and Communication Management as of 31.12.2016

1. General information

Nome: Global Alliance for Public Relations and Communication Management
 Form: Association
 Purpose: The Global Alliance for Public Relations and Communication Management is a not-for-profit organization based in Switzerland. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Company address: Via Giuseppe Buffi, 6900 Lugano TI-CH

2. ACCOUNTING PRINCIPLE

The Financial Statements have been prepared in accordance with the provisions of the Swiss Code of Obligations.

3. INFORMATION AND EXPLANATIONS REGARDING THE FINANCIAL STATEMENTS

3.1 WCPREE 2015 - Deposit

The WCPREE account it's an amount of CHF 109'000 that Global Alliance keep as a deposit on its own name. This deposit is related to World Conference on Public Relations in Emerging Economies (WCPREE) in Nairobi and will be in part reimbursed to the organization based on the final balance account of the Conference that will be closed in 2017. This asset should be considered as an asset under reservation of ownership.

| | <u>2016</u> | <u>2015</u> |
|---|-------------|-------------|
| 4. AVERAGE WORKPLACES | | |
| The Association employed during the year an average workplace | 1 | 1,5 |

5. SIGNIFICANT EVENTS OCCURRING AFTER THE BALANCE SHEET DATE

None

Contact information

The Global Alliance leadership is always interested in receiving suggestions for additional service to the global public relations community.

For suggestions and discussion, please contact:

Gregor Halff, Global Alliance Chair, gregorhalff@smu.edu.sg

José Manuel Velasco, Global Alliance Chair-Elect, jmguardado@yahoo.es

Elena Bernasconi, Global Alliance Chief Administrative Officer, elena.bernasconi@globalalliancepr.org

Global Alliance Center

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