



# Annual Report 2018

April 2019

Global Alliance for Public Relations  
and Communication Management

**Global Alliance for Public Relations and Communication Management**

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## Highlights of 2018/2019

### Letter from the Global Alliance Chair



The mission of the Global Alliance for Public Relations and Communication Management is to unify the public relations profession, to raise its professional standards all over the world, to share knowledge for the benefit of our members and to be the global voice for public relations in the public interest.

Put simply: to elevate the profession.

The first way to elevate our profession is to create an increasingly global network that gathers all sensitivities and cultures, in such a way that the shared knowledge responds to a worldwide applicable standard. Since the previous Annual General Assembly, the Global Alliance has managed to attract new members. Currently the federation is made up of 57 members, representing 280,000 public relations and communication professionals around the world. We have a balanced representation among all of the continents, thanks to the growth experienced in Africa.

We have to keep growing to enrich the sources from which our profession is nourished. At the service of this strategy of growth, diversity and proximity we have created the Regional Councils, whose mission is to promote the development of the Global Alliance in its territorial scope. The Regional Councils will facilitate the participation of the partners by being closer to them and better understanding their needs. Moreover, they will have the opportunity to organize their own events and participate in those organized by members of their region.

The Global Alliance has been a knowledge factory throughout its history. The most recent evidence is the Global Capabilities Framework, whose presentation took place at the World Public Relations Forum held in April 2018 in Oslo (Norway). The project has its origins in the Global Body of Knowledge (GBOK), approved in a general assembly by the Global Alliance in 2014. In the first phase, led by Jean Valin, former chair of the federation, the elements of knowledge and behaviour were collected. In the second phase, the GBOK was the basis of a round of consultations with the associations that are integrated into the Global Alliance and with prominent public relations academics.

Three years ago, GBOK became the Global Capabilities Framework Project, moving from one competency analysis to another based on capabilities. The professors Anne Gregory and Johana Fawkes, co-directors of the project sponsored by the University of Huddersfield, explain it in the following way: "Instead of asking what the communicators can do, we ask what the profession is capable of doing, both from an individual perspective and as a collective". From an academic point of view, the orientation towards skills offers a dynamic version, adapted to the circumstances of the time and culture and much more flexible than an analysis based on skills.

The study has been carried out simultaneously in nine countries. This allows us to have a global framework and to study its effect in nine different geographical areas Although the differences between

countries are not great, they do show different degrees of priority in the capacities according to the cultural, economic and political context of each one of them.

The Global Capabilities Framework has the ambition to guide the profession of communicator, even to transform it. The Global Alliance has collaborated financially in the development of software that, when applied, will evaluate the proximity or distance to the defined capacities. This application will be offered for free, for a limited time, to the members so that they can experiment with it through their own members. The Global Capabilities Framework is a great example of how the Global Alliance can add value to its network for partners.

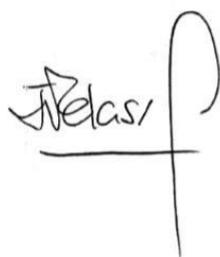
This is the path that also follows the Global Communication Model, which is being developed as the leader of the project by Corporate Excellence. It is about going beyond the updating of the Melbourne Mandate and establishing a reference standard for the functional organization of PR and communication departments.

The growth of the Global Alliance has been possible because we have managed to stabilize the financial situation of the federation. The financial statement that we have presented in the General Assembly shows a surplus of 22K Swiss francs and the reserves (net assets) have risen in 41K Swiss francs. The economic sustainability of the Global Alliance is assured in the short and medium term, due among other factors to the confidence placed in us by two global sponsors, Edelman and Banco Santander.

In order to facilitate growth and be more agile in the management of the Global Alliance, the current board has proposed a series of amendments to the bylaws. All changes have been approved by an absolute majority in the General Assemblies held.

Finally, I would like to highlight that the board of the Global Alliance is composed of people who voluntarily offer their work. I offer recognition of all of them for their contribution, but especially for those who have attended all the meetings, have promoted new activities, have recruited new members, have represented the federation in events and conferences and have demonstrated their commitment to the global community of communicators.

I am convinced that the executive board that emerges from the General Assembly held in Sao Paulo thanks to the generosity of our partner Aberje will continue to make our association bigger, which is also a way to make our profession greater.

A handwritten signature in black ink, appearing to read 'José M. Velasco', with a large, stylized flourish extending upwards and to the right.

**José M. Velasco**

**Chair of the 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](http://www.globalalliancepr.org)) is the confederation of the world's major public relations and communication management associations and educational institutions, representing through its members 280,000 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.

### Executive Board, 2018/19

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 2018, the Board included representatives from 10 countries.

Position	Incumbent	Country	Association
Chair	José Manuel Velasco	Spain	DIRCOM
Chair-Elect	Justin Green	Ireland	PRII
Immediate Past Chair	Gregor Halff	Singapore	IPRS
Treasurer	Joseph Truncale	USA	PRSA
Secretary	Therese Manus	Norway	NCA
Chief Administrative Officer	Mateus Furlanetto	Brazil	GA
Board Member	Cecilia Schon- Jansson	Sweden	SAC
Board Member	Fiona Cassidy	New Zealand	PRINZ
Board Member	Justin Green	Ireland	PRII
Board Member	Paula Portugal Mendes	Portugal	APCE
Board Member	Prita Kemal Gani	Indonesia	APRN
Board Member	Tina McCorkindale	USA	IPR
Board Member	Hamilton dos Santos	Brazil	ABERJE
Board Member	Jane Gitau	Brazil	ABERJE

### Global Alliance Chairs since inception:

Gregor Halff (Singapore)  
 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:

Mateus Furlanetto, Chief Administrative Officer

## Members in good standing 2018-19

ABERJE	Brazilian Association for Business Communication	Brazil
APCE	Portuguese Association for Corporate Communication	Portugal
APRA	African Public Relations Association	AFRICA
APRN	Asean Public Relations Network	ASEAN
ARPPR	Puerto Rico Public Relations Professionals Association	Puerto Rico
BAIU	BA Isago University	Botswana
CIPR	Chartered Institute of Public Relations	United Kingdom
CPRPA	Professional Council of Public Relations of Argentina	Argentina
CPRS	Canadian Public Relations Society	Canada
CE	Corporate Excellence	Spain
COMMENT	Communication Enterprise	France
DIRCOM	Asociación de Directivos de Comunicación	Spain
DPRG	German Public Relations Association	Germany
DUOC UC	Fundación Instituto Profesional Duoc UC	Chile
EU	Elizade University	Nigeria
EIC	European Institute of Communications	Belgium/Ireland
EPRA	Estonian Public Relations Association	Estonia
ESIC	ESIC Business and Marketing School	Spain
FERPI	Italian Federation of Public Relations	Italy
FUNDACOM	Fundación para el impulso de la comunicación en español y portugués para el mundo	Ibero America
HC	.HARBOURCLUB.	Switzerland
HUOJ	Croatian Public Relations Association	Croatia
IPR	Institute for Public Relations	USA
IPRM	Institute of Public Relations Malaysia	Malaysia
IPRS	Institute of Public Relations of Singapore	Singapore
LCA	Lithuanian Communication Association	Lithuania
LSPPRI	The Indonesia Public Relations Certification Agency	Indonesia
LSPR	London School of Public Relations	Indonesia
McMaster	McMaster-Syracuse Master of Communications Management	Canadá
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
PICL	PETERSON INTEGRATED COMMUNICATION INSTITUTE	Kenya
PERHUMAS	Public Relations Association of Indonesia	Indonesia
PRAU	Public Relations Association of Uganda	Uganda
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
PRGCC	Public Relations and Global Communication Club (Originally 17PR)	China
PROCOM	Finnish Association of Communications Professionals	Finland
PRSP	Public Relations Society of the Philippines	Philippines
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
SCA	Swedish Communication Association	Sweden
SPRV	Swiss Public Relations Association	Switzerland
TBS	Trinity Business School	Ireland
UCG	Universidad Casa Grande	Ecuador
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	Peru
TBS	Trinity Business School	Ireland
ZAPRA	Zambia Public Relations Association	Zambia
ZIPR	Zimbabwe Institute of Public Relations	Zimbabwe

## Work by the Global Alliance

### 1. World Public Relations Forum (WPRF)

The 2018 WPRF was held between 22 and 24 April 2018 in Oslo. The Norwegian Communication Association, in collaboration with the Global Alliance for Public Relations and Communication Management (GA), hosted 606 communicators from 44 countries for the 10th World Public Relations Forum (WPRF). The theme of the conference was: Value! Communication's impact in a digital and ever-changing world.



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

The next edition of WPRF will be in Auckland on October 11-15 2020, co-hosted by PRINZ – Public Relations Institute for New Zealand.



### 2. Global Capabilities Framework

The launch of the Global Capabilities Framework at the World Public Relations Forum in Oslo 2018 is one of the Global Alliance's most significant landmarks in recent years.

As the profession continues to globalise, national associations have been asking for a common framework which allows practitioners to understand the requirements of practice around the world and establish the capabilities needed for the profession to fulfil its potential.

In response to this challenge, over the last two years academic partners in nine countries (Sweden, Spain, Argentina, Canada, US, South Africa, Singapore, Australia and UK), across six continents and led by researchers from the University of Huddersfield, have been working with their national associations to create the Framework. Academics, practitioners and employers have all contributed to the research and the result is something of real practical value to Global Alliance's affiliated professional bodies and their members. It is relevant now, reflects cultural and regional variations and is forward looking in its approach. Eleven capabilities have been agreed as being appropriate worldwide and they are as follows:

“”	🏢	🧠
<b>Communication Capabilities</b> <ul style="list-style-type: none"> <li>• To align communication strategies with organisational purpose and values</li> <li>• To identify and address communication problems proactively</li> <li>• To conduct formative and evaluative research to underpin communication strategies and tactics</li> <li>• To communicate effectively across a full range of platforms and technologies.</li> </ul>	<b>Organisational Capabilities</b> <ul style="list-style-type: none"> <li>• To facilitate relationships and build trust with internal and external stakeholders and communities</li> <li>• To build and enhance organisational reputation</li> <li>• To provide contextual intelligence.</li> </ul>	<b>Professional Capabilities</b> (those expected of any professional) <ul style="list-style-type: none"> <li>• To provide valued counsel and be a trusted advisor</li> <li>• To offer organisational leadership</li> <li>• To work within an ethical framework on behalf of the organisation, in line with professional and societal expectations</li> <li>• To develop self and others, including continuing professional learning.</li> </ul>

The full Global Capability Framework with the sub-capabilities that underpin the main ones given above is available at [www.globalalliancecepr.com](http://www.globalalliancecepr.com).

### 3. Global Principles of ethical practices in public relations

The core element of the GA Ethical PR Project is to develop a global standard in the form of a set of principles and statements for the ethical practice of public relations. The GA first adopted such a code in 2003 and updated this code in 2018. It has also engaged in a ratification process by all its member organizations - a declaration of support which certifies that the organization adheres to the code principles.

The 2018 Global principles were developed following a review and comparison of over a dozen codes of conduct and codes of ethics.

For six months, following a meeting in Madrid, a task force of leading public relations and communication management organizations has been exploring a new set of principles in ethical practice and exploring ways to promote ethical conduct. Members of the task force included representatives from:

Public Relations Society of America (PRSA)  
 Canadian Public Relations Society (CPRS)  
 Public Relations Institute of New Zealand (PRINZ)  
 Middle East Public Relations Association (MEPRA)  
 International Communications Consultancy Organisation (ICCO)  
 International Association of Business Communicators (IABC)  
 Public Relations and Communications Association (PRCA) United Kingdom and Middle East North Africa

#### GLOBAL PRINCIPLES OF ETHICS (2018)

Here are the 16 principles that we deem universal and fundamental to the practice of public relations and communication management:

##### Guiding principles

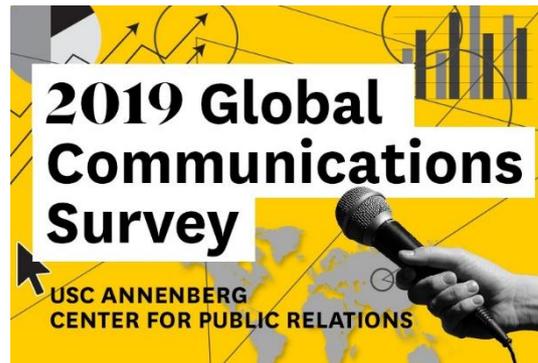
1. Working in the public interest
2. Obeying laws and respect diversity and local customs
3. Freedom of speech
4. Freedom of assembly
5. Freedom of media
6. Honesty, truth and fact-based communication
7. Integrity
8. Transparency and disclosure

## 9. Privacy

### Principles of professional practice

1. Commitment to continuous learning and training
2. Avoiding conflict of interest
3. Advocating for the profession
4. Respect and fairness in dealing with publics
5. Expertise without guarantee of results beyond capacity
6. Behaviours that enhance the profession
7. Professional conduct

## 4. The Global Communications Report



The Global Communications Report is produced annually by the USC Annenberg Center for Public Relations, in conjunction this year with Edelman, The Holmes Report, Worldcom Public Relations Group, Arthur W. Page Society, Global Alliance for Public Relations and Communications Management, International Association for Measurement and Evaluation of Communication, International Communications Consultancy Organization, Institute for Public Relations, MCC Consulting, PRCA, PR Council, PRSA and PRSSA. The survey of 2,100 PR professionals (agency and in-house) is designed to provide insight into the evolution of the global communications industry.

The fourth edition of the Global Communications Report has just been published in April 2019. GA member associations in all continents responded to the survey with results predicting that technology will help citizens become more engaged, but also more misinformed and more polarized in 2019 Global Communications Report.

The full Global Communication Report can be accessed at GA's website.

## 5. Research and Practice Colloquium

The three-day WPRF included a Research and Practice Colloquium, a full day of discussions and presentations featuring the world's leading educators, researchers and practitioner thought-leaders. The Research Colloquium has become a unique opportunity to engage professionals, academics and students from across the world in the key challenges facing the profession, to advance thinking and research and share best practices. It builds a bridge between the academic and practitioner communities and is for the benefit of both.

The Research and Practice Colloquium started with three distinguished keynotes on the main topics of the conference. After their presentation a practitioner interviewed them on their presentation. This created a very successful link between the researchers and practitioners for the attendees and challenged the researchers on the applicability of their research. In addition to this we had a Call for Papers, and the best papers were chosen to present at the conference. The best papers will also

be published in a special edition of Public Relations Review.

## 6. Global Alliance partners

The Global Alliance has established partnership in 2018 with UNICEO, FEIEA and EUPRERA.

UNICEO (United Networks of International Corporate Event Organizers) is the only international non-profit association bringing together, senior decision makers responsible for planning and organizing events in leading companies internationally, on a global exchange platform.

Formed in 1955, in Copenhagen, as a non-profit organisation, Federation of European Industrial Editors Associations, FEIEA is now the European Association for Internal Communication, embodying co-operation among the national associations, currently in 9 countries: Austria, Belgium, Denmark, Italy, Portugal, Slovenia, Spain, Switzerland and United Kingdom.

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organization with nearly 500 members from 40 countries interested in advancing academic research and knowledge in strategic communication. Several cross-national and comparative research and education projects are organized by affiliated universities.

## Treasurer's report

### Global Alliance Treasurer's Report FY 2018

Fiscal year 2018 has shown the results of the changes made in fiscal year 2017 focusing on cost reduction and an effort to growing income from membership by recruiting new members and to increase income from sponsors and partnerships. The focus for this year was on sponsorship after some years with no revenue from it.

From a 2017 annualized operating deficit of 77K, fiscal year 2018 reached an operating surplus of 22K.

The Global Alliance began fiscal year 2019 with 41K more than two times the net assets from the previous year 2018 with 17K.

There has been an increase of 6K in membership dues with equivalent to a 20% increase from the previous year combined with 8K sponsorship and 12K Conference licensing fee for future event. A non-due revenue items from our Conference partner was disappointing in 2018.

The Officer and Board have been working to strength the Alliance with greater emphasis on membership expansion, stablishing new sponsorships and partnerships to ensure an increasing positive outcome in the following years.

Joseph P. Truncala  
Treasurer Global Alliance  
April, 2019

## Global Alliance for Public Relations and Communication Management

### Financial Statement 2018

#### Income Statement

	01.01.2018-31.12.2018	01.01.2017-31.12.2017
	CHF	CHF
<b>Expenditure</b>		
Global Alliance Center Personnel costs	0,00	0,00
Freelance	16 050,00	20 572,81
General Business expense:		
-Stationary and prints	0,00	425,80
-Furniture machinery	486,77	263,20
-Global Alliance Awards	0,00	0,00
-Expense refund	4 031,64	3 736,57
-Third party services	13 405,35	111 997,61
-Other general expenses (Board Meetings, marketing)	2 391,45	2 504,21
-Financial fees	811,40	308,70
-Tax	150,00	0,00
Total business expense	<u>37 326,61</u>	<u>139 808,90</u>
<u>Total Expenditure</u>	<u>37 326,61</u>	<u>139 808,90</u>
<b>Income</b>		
Membership fees	38 958,77	33 153,91
Advertising	0,00	0,00
Sponsorship	8 000,00	0,00
Events: WCPREE / APRN	12 000,00	29 909,30
Global Allinace Awards	0,00	0,00
Special contributions	0,00	0,00
European Lifelong Learning Project	0,00	0,00
<u>Total Income</u>	<u>58 958,77</u>	<u>63 063,21</u>
<u>Change in Net Assets</u>	<u>21 632,16</u>	<u>-76 745,69</u>

**Balance Sheet, December 31 2018**

	<b>2 018</b>	<b>2 017</b>
	<b>CHF</b>	<b>CHF</b>
<b>Assets</b>		
Current Asset c/o Bank	40 574,97	17 025,49
<u>Total Assets</u>	<u>40 574,97</u>	<u>17 025,49</u>
Liabilities and Net Assets		
<b>Liabilities</b>		
USI account	0,00	0,00
Balance from credit card	692,92	25,60
Accruals and deferred income	3 500,00	2 250,00
<u>Total Liabilities</u>	<u>4 192,92</u>	<u>2 275,60</u>
Net Assets		
Change in Net Assets	21 632,16	-76 745,69
Carried over from previous year	14 749,89	91 495,58
<u>Total Net Assets</u>	<u>36 382,05</u>	<u>14 749,89</u>
<u>Total Liabilities and Net Assets</u>	<u>40 574,97</u>	<u>17 025,49</u>

Notes to the Financial Statement of the Global Alliance for Public Relations  
and Communication Management  
as of 31.12.2018

1. General information

Name: 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

None

	<u>2017</u>	<u>2018</u>
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4. AVERAGE WORKPLACES

The Association employed during the year an average workplace	0	0
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5. SIGNIFICANT EVENTS OCCURRING AFTER THE BALANCE SHEET DATE

None

## Auditor's report



### 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 31.12.2018.

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, 02.04.2019

Fidemin Sagl



Lavinia Sergi-Indemini Licensed  
Audit Expert

Annexe: signed financial statement

## 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:

José Manuel Velasco, Global Alliance Chair, [jmvelascoguardado@gmail.com](mailto:jmvelascoguardado@gmail.com)  
Mateus Furlanetto, Global Alliance Chief Administrative Officer, [mateusfur@uol.com.br](mailto:mateusfur@uol.com.br)

## Global Alliance Center

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