



Delivering More For Members – When It Matters Most

Your Global Alliance President's AGM Report 2020

2nd May 2021

After 16 months of very difficult and challenging times around the world, thankfully we can now all look forward with high hopes to large-scale vaccinations globally throughout 2021.

I feel it only right, on behalf of Global Alliance, to first take this opportunity to pay a special AGM tribute to the real heroes on the front line of our health services, care workers and scientists and indeed to acknowledge our own profession's response to the COVID-19 pandemic.

There has been tremendous communications work done, keeping people informed about what steps they need to take to stay safe. Those working in PR and communications have excelled in leading public information campaigns, to make people more aware of the dangers, and to encourage them to comply with the various health protection safeguards. The worst of times brought out the best in us and people rallied to deliver life-saving messages. For this, we acknowledge, appreciate and thank each and every one of you around the world.

When I was elected President, together with the Board and your valued support, I announced and undertook the most ambitious growth and re-structuring programme within the history of Global Alliance. However, nobody could have predicted that during this time the entire world would have faced the greatest challenge of modern times, requiring us to rethink and change many aspects of the way we live our lives, work and connect with our family, friends and colleagues in a local and global environment.

Despite these immense difficulties, Global Alliance rose to the challenge, quickly and efficiently re-arranging many of our scheduled events and services while at the same time devising and implementing an impressive array of alternative programmes to serve our members as best we could in a rapidly changing scenario. Virtually overnight, we had to restructure the organisation, revise many of our operations and services and reach out to members by providing enhanced benefits, support and services. Working together, we devised a Professional Roadmap to chart a path of recovery and reassurance into the future.

On behalf of the Board, I am delighted to report that 2020 saw the biggest single year growth ever in terms of services and benefits offered to our global members.

12 Membership Highlights for 2020

01. **Global Ethics Month** (February) - Global Alliance became the first world professional communications organisation to launch a truly global comprehensive engagement on ethics. With more than 60 countries and thousands of professionals participating across the four weeks, this programme was led by Ethics & Standards Director Sarah Hanel (CPRS). With your support, we played a much stronger role in representing our profession and promoting ethical standards and professional development worldwide. We continue to lead the global profession and are fully committed to the [Global Principles of Ethical Practice in Public Relations & Communication Management](#).
02. **Education & Training Months** (April & May) - In the largest undertaking to date Global Alliance hosted and shared free of charge over €1m worth of education, training and resources to members from experts around the world, supporting thousands of fellow professionals worldwide during the COVID -19 pandemic. This initiative was led by Alastair McCapra, New Projects Director (CIPR). Meanwhile, members continue all year round to have access to the world's largest domestic membership organisation training and knowledge with the Public Relations Society of America (USA) Learning Platform.
03. **Diversity & Inclusion Months** (June & July) - At Global Alliance, **Diversity & Inclusion** are part of our DNA. We draw our diverse membership from many races, cultures, ethnicities, age groups, abilities and sexual orientation. We are now more inclusive than ever before, working closer together worldwide and allowing our organisation to become stronger, richer and true to our mission. Unfortunately, the world we live in is surrounded by inequalities, prejudice, and discrimination. We champion equality and justice and the month of June and July was dedicated to advocate and promote Diversity, Inclusion and Equality, led by Sarah Hanel (CPRS).
04. **Health & Wellbeing Month** (September) - Global Alliance launched our first global **Health & Wellbeing** month in September 2020. The impacts of the pandemic have changed social interaction between people all over the world and it is important to maintain a good mindset and behavioural balance. This initiative was led by Paula Portugal Mendes, Global Alliance's Membership Services Director (APCE) and chief editor of Global Alliance's free monthly [Newsletter](#).
05. **The Best of Education & Training Month** (November) - This was another opportunity for members to upskill and develop their training with access to educational and resources free of charge, as one of many increasing membership benefits. These initiatives engaged thousands of communicators who created and shared content supporting and endorsing it in what has been the largest online engagement in the history of Global Alliance. The success of this would have not been possible without our CAO Mateus Furlanetto.
06. **Academic, Educational and Training Accreditation - Global Alliance's Academic Council** oversees our new accreditation program which provides global recognition and accreditation of our members' qualifications, training and educational programs, fulfilling our mission of raising professional standards worldwide. This enables Global Alliance to strengthen public relations standards, ethics, internationalisation and professionalism

worldwide, as we are mandated to undertake. This year will see recognition for over 5,000 students worldwide who will graduate with international accreditation, awarded by Global Alliance.

Congratulations to the **Public Relations Society of America (USA)**, **Chartered Institute of Public Relations (UK)**, **Universidad San Martin de Porres (Peru)**, **European Institute of Communications (Belgium/Ireland)** and **LSPR Communication & Business Institute (Indonesia)**, who each received platinum standard accreditation for their local educational qualifications. The Academic Council is Chaired by Dean & Professor Amybel Sánchez de Walther (Peru) along with members Professor Anthony D'Angelo (USA), Doctor Ángel Alloza (Spain), Doctor Wole Adamolekun (Nigeria) and Global Alliance President Justin Green (Ireland).

07. **Regional Councils** - A practical step taken towards getting closer to our membership was the establishment of six **Regional Councils** and led by the following Chairs: **Africa** (Peter Mutie, PICI), **Asia Pacific** (Prita Kemal Gani, APRN), **Europe** (Silvia Arto, COM-ENT), **India-Middle East** (Amith Prabhu, The Promise Foundation), **Latin America** (Hamilton dos Santos, Aberje) and **North American** (Philip T. Bonaventura, PRSA).

With increased global reach this has enabled Global Alliance to participate in and host more programmes than ever before with engagements in Argentina, Australia, Bangladesh, Belgium, Botswana, Brazil, Brunei, Bulgaria, Cambodia, Canada, China, Colombia, Ecuador, Finland, France, Germany, Ghana, India, Indonesia, Ireland, Italy, Kenya, Laos, Lithuania, Malawi, Malaysia, New Zealand, Mexico, Myanmar, Norway, Nigeria, Philippines, Peru, Portugal, Puerto Rico, Rwanda, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, Uganda, UAE, the UK, the USA, Vietnam, Zambia and Zimbabwe.

Along with our hardworking board of directors and members of our Regional Councils, we now have over 50 worldwide ambassadors, providing us with tremendous diversity and a truly innovative outlook.

08. **New Regional Offices** - Regional offices have opened in Jakarta Indonesia (Asia), New York USA (North America), and Nairobi Kenya (Africa) along with our existing head office in Lisbon Portugal (Europe). Plans are currently underway to open a regional office in Latin America, later this year. Thank you to our local partners and associations who's continued support is greatly appreciated.
09. **[Global Alliance Public Relations and Communication Model](#)** - After over two years of intense research led by Dr. Ángel Alloza and his team at Corporate Excellence, Centre for Reputation Leadership (Spain), the model was launched to widespread **[global critical acclaim](#)**. The model defines the roadmap and building blocks of the PR and Communications functions that contribute to the creation of differentiation, reputation, trust and social legitimacy for organisations. The model consolidates the **[Stockholm Accords](#)** and the **[Melbourne Mandate](#)**, and also integrates the **[Global Alliance Capability Framework](#)**. To date, the Model has been shared and presented to over 35,000 public relations and communication practitioners, academics, CEO's and students across the world. If your organisation would like to host a free private members only presentation by Dr. Ángel Alloza, please contact our CAO Mateus Furlanetto cao@globalalliancepr.
10. **[Global Alliance Capability Framework](#)** - Our collaboration with the University of Huddersfield (UK) goes from strength to strength and witnessed a 600% increase in use by our members, over the last 18 months. The Framework has been adopted by Argentina,

Canada, France, Finland, Kenya, New Zealand, Norway, Singapore, South Africa, Spain, United Kingdom and United States of America. A number of countries, outside the initial research group, are now conducting country studies, including Colombia, Ecuador, Indonesia, Qatar, Malaysia, Turkey and United Arab Emirates.

The great news is that Global Alliance can announce the extension of free access to the Framework until the end of 2023, as an enhanced benefit of your Global Alliance membership. To celebrate, Global Alliance will launch a special edition programme with a series of free training presentations with Professor Anne Gregory (University of Huddersfield UK), for member Educational Directors and CAO's, along with a global promotional campaign celebrating the continuing success of the Framework.

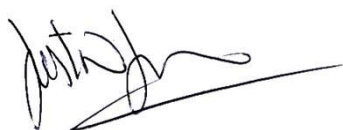
11. **Corporate Governance & Compliance** - To exemplify the highest standards of corporate governance and compliance, we continually review our [Bylaws](#) and [Policy Documents](#). A recent review of the Bylaws was undertaken with changes proposed to ensure they continue to be fit for purpose, reflecting the organisation's strategic vision 20/25 plan and the current demands of a professional global membership organisation. We are continuing to improve our structures, offerings and business model. As a member organisation, accountability, transparency and sound corporate governance are vitally important to us.
12. **Membership Growth & Financial Stability** - Business activities increased substantially during 2020 as evidenced by the number of programmes, funding initiatives, and membership recruitment efforts implemented. As our membership has grown and diversified, so too has the importance of ensuring we operate on a sounder commercial footing so that we can continue to reinvest. Current membership stands at 78 which represents a huge 57% increase since January 2019. While our membership number is one important metric, the real measure for us is our member satisfaction and retention rate reflecting how we deliver for you.

Increased financial stability was achieved during 2020, with total assets up 46% on 2019. This included partnership funding of CHF 19,098.19 secured by three global partners Banco Santander, Edelman & MCD. Along with increased membership numbers the total operating surplus was CHF 8,652.11

So please for 2021 keep thinking global with *your* Global Alliance.

Together, we will continue to make the 2020s a decade of renewal and growth for our profession. Finally, I wish to extend a heartfelt thanks to all my fellow board members and directors as without their ongoing input, contribution and support (all of which they provide on a wholly voluntary basis), the above achievements would not be possible.

Thank you for your continued support and leadership – please, please stay safe, My very best wishes,



Justin Green Hon. Life Fellow APRA, Hon. Life Fellow PRSK, Life Fellow PRII, Hon. Life Fellow ABERJE, Hon. Life Fellow ASEAN, Hon. Life Fellow PRGC, Hon. Life Fellow EIC, Hon. Life Fellow SCCECRL, Hon. Life Fellow APCE, Hon. Life Fellow PIC, Hon. Life Fellow TPRA.
President, Global Alliance for Public Relations and Communication Management



Global Alliance for Public Relations and Communication Management Financial Report for the Year Ended 31st December 2020

Despite the impact Covid-19 had on the activities and finances of global organizations, the Global Alliance for Public Relations and Communication Management remained strong and offered significant programming and member value in 2020.

Income Statement:

Operating results for 2020 reflected a decline in Total Income from 2019 (-21,375.01 or 24%) as a result of a decline in Membership Fees (-4,148.78 or 9%) and Sponsorships (-23,062 or 55%). Accreditation Income was a new source of income for 2020 (5,785.74).

Expenses also declined 5,791.66 or 9% from 2019. There was an increase in Third-party Services (5,581.6 or 33%) and Software Licenses and Web Domain (502.77 or 53%) so that Global Alliance may continue to offer superior member services and benefits. However, there were declines in all other expense categories to reflect the reduced costs of operating in a complete virtual environment.

The net result was an operating surplus of 8,652.11 which was -15,633.38 or 64% lower than 2019. These numbers also reflect a reduction in the Global Alliance budget as a result of Covid-19 and the net surplus exceeded the budget expectations.

Balance Sheet:

Total Net Assets increased by the total operating surplus generated in 2020 of 8,652.11, resulting in a Net Asset Balance of 69,319.65. This represents 110% of the 2021 budgeted operating expenses or 13.2 months of expenses in liquid reserves, which exceeds the industry benchmark of 50% or six months of operating expenses in reserves.

Under any circumstances, a strong balance sheet enables associations like the Global Alliance to plan for investments which will serve to improve and diversify membership offerings while providing a safety net in the event of unforeseen business challenges.

Philip T. Bonaventura
Treasurer
2nd May 2021



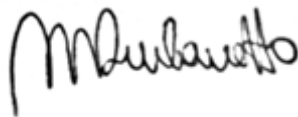
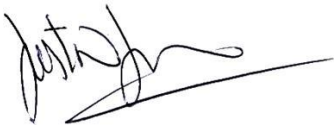
Global Alliance for Public Relations and Communication Management Financial Statement 2020

Income Statement

	01.01.2020-31.12.2020	01.01.2019-31.12.2019
	CHF	CHF
Expenditure		
Global Alliance Center Personnel costs	0,00	0,00
Freelance	31 800,00	33 658,96
<i>General Business expense:</i>		
-Stationery and prints	138,85	20,47
-Software licenses and web domain	1 453,05	950,28
-Expense refund	0,00	3 089,65
-Third party services	22 702,20	17 120,60
-Other general expenses (Board Meetings, marketing)	1 193,19	2 749,95
-Financial fees	282,50	471,54
-Tax	200,00	5 500,00
<u>Total business expense</u>	<u>57 769,79</u>	<u>63 561,45</u>
<u>Total Expenditure</u>	<u>57 769,79</u>	<u>63 561,45</u>
Income		
Membership fees	41 537,97	45 686,75
Sponsorship	19 098,19	42 160,19
Accreditation	5 785,74	0,00
<u>Total Income</u>	<u>66 421,90</u>	<u>87 846,94</u>
<u>Change in Net Assets</u>	<u>8 652,11</u>	<u>24 285,49</u>

Balance Sheet, December 31 2020

	2 020	2 019
	CHF	CHF
Assets		
Current Asset c/o Bank	101 154,83	69 953,87
Accrued income and prepaid expenses	773,3	0,00
<u>Total Assets</u>	<u>101 928,13</u>	<u>69 953,87</u>
Liabilities and Net Assets		
Liabilities		
Deferred income and accrued expenses	32 608,48	9 286,33
<u>Total Liabilities</u>	<u>32 608,48</u>	<u>9 286,33</u>
Net Assets		
Change in Net Assets	8 652,11	24 285,49
Carried over from previous year	60 667,54	36 382,05
<u>Total Net Assets</u>	<u>69 319,65</u>	<u>60 667,54</u>
<u>Total Liabilities and Net Assets</u>	<u>101 928,13</u>	<u>69 953,87</u>





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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 31.12.2020.

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, 22.04.2021

Fidemini Sagl

Lavinia Sergi-Indemini Licensed Audit Expert

Annexe: signed financial statement
