



Join

# The Global Alliance

for Public Relations and  
Communications Management

October 2019

# About Us

The Global Alliance for Public Relations and Communication Management brings together the world's major public relations and communication management associations and educational institutions, representing over 280,000 practitioners and academics across 126 countries worldwide. The Global Alliance for Public Relations and Communication Management is a not-for-profit organization.

*"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."*

**Justin Green, President Global Alliance for Public Relations and Communication Management**

The Global Alliance relies on the efforts of communication professionals to tackle common problems with a global perspective. By partnering with regional, national and international bodies to increase professionalism in public relations and communication management, this Alliance works to enhance the collaborative professionalism of the industry around the world.

## Mission

### **The mission of the Global Alliance is:**

- To unify the public relations profession;
- To raise professional standards all over the world;
- To share knowledge for the benefit of our members;
- To be the global voice for public relations in the public interest.

## Values

### **Collaboration**

The Global Alliance works on a cooperative basis. The projects it undertakes are delivered by outstanding association leaders and other professionals who commit themselves to working as a team. We would love to have you join us.

### **Professionalism And Credibility**

The Global Alliance seeks to increase professionalism at several levels. By supporting its member associations, the GA both promotes standards and guidelines, and raises the credibility of communication management.

### **Integrity**

The Global Alliance is at the forefront of representing public relations and communication management as a profession. In this context, ethical behaviour is of paramount importance. The development of a Global Protocol on Ethics for Public Relations and the requirement that all GA members ratify it demonstrate the commitment to integrity as a professional value.

## 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 by serving the profession, helping to find the universal principles that unite our members while embracing a diversity that enables different approaches in different parts of the world.

### **Innovation And Change**

The Global Alliance is committed to producing change through innovation and the development of a worldwide community, shaping the future of our profession.

### **Openness And Dialogue**

We believe that a fundamental trait of communication management is to make organizations better equipped at dialogue and at understanding the environment in which they operate. The Global Alliance reaches out to public relations leaders as well as to those from other fields of professional practice to increase their awareness of public relations and communication management and to engage in fruitful and positive relationships with them.



# Representing over 280,000 practitioners and academics across 126 countries worldwide

## GA Board



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GA Director  
ASEAN PR Network,  
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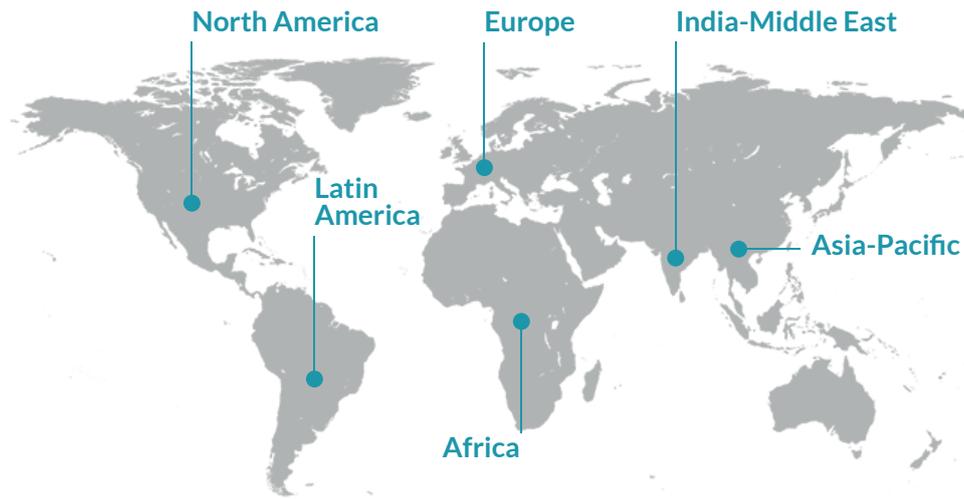


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GA Director  
NPRI, Nigeria



Sarah Hanel  
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CPRS, Canada

## GA Regional Councils



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Chair



Brian Weke



Cynthia Mpanga



Davies G. Mupenda



Peter Mutie



Wole Adamolekun

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Chair



Dana Dean



Joseph Truncale



Olga Oro



Rafael Garate



Tina McCorkindale

### North America

# Membership Benefits

Joining Global Alliance gives you the opportunity of being part of the following projects as well as benefitting from member conferences around the world.



## World Public Relations Forum

The Global Alliance's signature biennial programme connects professionals from around the world. Benefit also from the Research Colloquium with a full day of discussions and presentations on the WPRF issues.



## Networking With GA Members

GA is a global, diverse and multicultural organization representing professionals across religions, cultures, societies and races, providing you opportunities to engage with over 280,000 professionals and academics across 126 countries around the world.



## Regional Councils

To get closer to members and take a more locally relevant approach to its work, the GA has established six Regional Councils: Africa, Asia- Pacific, Europe, India- Middle East, Latin America and North America.



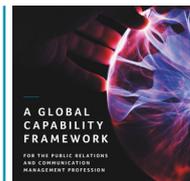
## Global Principles of Ethical Practice in Public Relations and Communication Management

Ethics must be at the core of our activity. The 2018 Global principles were developed following a review and comparison of over a dozen codes of conduct and codes of ethics. The global set of principles is a guide to the ethical practice of public relations in individual organizations.

## Newsletter

### Monthly Newsletter

Receive the latest updates on Global Alliance activity as well as member news and events, job opportunities and other themes of general interest to the public relations professionals. The monthly newsletter is sent to your email.



## Global Capabilities Framework

Free access (until December 31, 2019) to an online tool developed for use by individual practitioners, team leaders and employers. The software encourages professionals to identify the capabilities they would like to develop and access resources to assist in these goals.



## Regional Conferences

Benefit from the opportunity to discuss landmark issues in the public relations and communications arena from a local perspective: Kenya 2015, Bali 2017 and China 2019.



## PRSA Learning Platform

Access at a reduced rate to the online education platform provided by our member the Public Relations Society of America, which includes dozens of webinars and certification courses.



## Annual Global Communications Report

Access to the annual study which provides insights into the current and future state of the global public relations industry. The survey is conducted by the UCS Annenberg Center for Public Relations.



## Association Leaders Workshop

A free annual event for member associations where developments and common strategic issues for GA members are explored.



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