

Global Alliance Center  
E-newsletter, March, 2009 edition

## Chairman's Note

Colleagues,

Welcome to a new issue of the 'Global Alliance newsletter'. During these tough times for the world economy our alliance is focused on strengthening and promoting our profession.

As an example we in the UK will shortly unveil a 'PR means business' campaign. This will include a resource kit for our members of research and case studies; skills guides; best practice guides; articles and testimonials that can be used to 1) demonstrate the value of public relations; and 2) will help us as professionals to work 'smarter'.

While produced for the UK, we will in the spirit of the GA share our resources with you, as the issues we face are both global and local. We will be contacting you later to tell you how to access the material. In the meantime let you and your members benefit from it and other GA projects and please do tell us what more we can do and, just as importantly, anything that you would like to offer to our global community.

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## Strategic Planning Survey

As posted on the GA web site and sent to all members a few weeks ago, the survey's goal is to hear from PR professional associations and individual practitioners around the world on the key issues that will affect practitioners, associations and the profession in the next five years. The results will inform the development of the Global Alliance's new strategic plan for 2009-2014. The survey takes about 10 minutes to complete, and the results will be presented at the Global Alliance's annual general meeting on June 6, 2009, in Vancouver, Canada. <http://www.keysurvey.com/survey/246239/2340/>.

**A prize for participation** - The Global Alliance will randomly select one survey respondent to receive a three-night trip to Lugano, Switzerland, for an executive-level course in communication management (value EUR 1800). Transportation is not included. For additional information about the survey and to read the 2003-2008 Strategic Plan Report Card, please visit [www.globalalliancepr.org](http://www.globalalliancepr.org)

## Global Alliance Annual General Meeting - June 6, 2009, Vancouver

The GA's Annual General Meeting (AGM) will be hosted by the Canadian Public Relations Society (CPRS) in Vancouver as part of the CPRS' national conference. The meeting will be held on June 6 and all members are encouraged to attend. Below you will find key details regard ing the meeting. This information can also be found on the website at [www.globalalliancepr.org](http://www.globalalliancepr.org)

**RSVP's:** If you have not sent in your meeting RSVP to the GA Center, please do so at [info@globalalliancepr.org](mailto:info@globalalliancepr.org) by May 1, 2009.

**Proxy Votes:** If you are unable to attend, we will need information on your Proxy for the meeting. Call for Agenda items: If you would like to submit agenda items for the meeting, please do so by May 1, 2009 to [info@globalalliancepr.org](mailto:info@globalalliancepr.org)

**Board nominations:** The GA Board is currently taking nominations for the following positions: Chair, Chair Elect and Treasurer (currently vacant). Interested candidates should contact current GA Chair, Colin Farrington at [colinf@cjpr.co.uk](mailto:colinf@cjpr.co.uk). Voting will take place at the AGM in Vancouver.

## GA Website - Updating individual member pages

The GA Center is currently working on various web projects to keep the GA site as fresh and as up to date as possible. In the coming months you will see some new and interactive changes that will provide more in depth coverage of the communications sector, as well as new feeds and links to information from around the world. We also need your help to keep the site as up to date as possible. Back in December, each member association was sent login and tutorial information to assist you in updating your individual association pages. **Please take a moment to review your page and update with new events or news.** We are here to assist you in the event you have any technical problems or need assistance in navigating the back end of the site. Do not hesitate to contact us!

Please note that a **NEW PR Landscape** has been added from Poland under the PR Landscape section of the GA web site, [www.gobalalliancepr.org/prlandscape](http://www.gobalalliancepr.org/prlandscape).

## Upcoming conferences

### Reputation Institute

May 28-30, 2009, Amsterdam - <http://www.reputationinstitute.com/knowledge-center/conferences>

### Canadian Public Relations Society (CPRS)

June 7-9, 2009, Vancouver - <http://on-the-edge-vancouver.com/>  
\*to be held in conjunction with the GA's AGM

**Deutsche Public Relations Gesellschaft (DPRG)**

June 10-12, 2009, Berlin - <http://www.ameceuropeansummit.org/summit/>

**European Association of Communication Directors (EACD)  
Communication Summit**

July 2-3, 2009, Amsterdam - <http://www.communication-summit.eu/>

**Public Relations Society of America (PRSA)**

November 7-10, 2009, San Diego - <http://www.prsa.org/ic2009>

**Note from the GA Center**

As the GA begins to develop its new strategic plan, it will be important to have as much feedback as possible from our members around the world on association needs and the issues we will face in the near and distant future. Your involvement with the Global Alliance is crucial to help give the profession more visibility during these tough economic times. We hope that you will join us in Vancouver for these strategic discussions and also take advantage of the opportunity to network with fellow practitioners from around the world.

**GLOBAL ALLIANCE**  
**FOR PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT**  
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