



Global Alliance gears up for World PR and Communications Month in September

Lisbon, 28 August 2023. The Global Alliance for Public Relations and Communication Management (Global Alliance) will once again lead the celebration of World PR and Communications Month this coming September, in recognition of the invaluable role that public relations and communication professionals play in driving conversations and shaping narratives around the globe.

Our member organizations from all over the world are set to join the month-long celebration, which aims to underscore the crucial work being done by public relations and communication professionals, and their positive impact on brands and on society at large amidst a constantly changing landscape.

“Everywhere we look we see disruptions compelling us to rethink our approach to public relations and communication. We are seeing the rise of consumer activism and the increasing demand for brands to behave ethically and with empathy. We are seeing how artificial intelligence and other new technologies are changing the way we create and consume. We are seeing the growth of online communities and their impact on perception, and how journalism is constantly evolving to keep up with the times. All these in turn affect how we engage various stakeholders and craft messages,” said Global Alliance President and CEO Justin Green.

“Yet PR continues to drive the conversation, demonstrating how agile and highly adaptable our profession is in the face of disruption, and this is something we must celebrate. Now is also a good time for us to make use of these disruptions as catalysts in ideating new ways to tell our stories and connecting with audiences everywhere,” Green added.

Like past iterations, this year’s celebration will showcase the accomplishments of professionals who are part of Global Alliance member organizations—representing more than 360,000 professionals from more than 126 countries—and recognize research and learning opportunities that will enable public relations and communication professionals to contribute more to their respective organizations.

Global Alliance is a Switzerland-based not-for-profit organization whose 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.”

To learn more, visit <https://www.globalalliancepr.org>.

Ends.