



THE TWENTIETH ANNUAL GENERAL MEETING

Saturday 21 May 2022, 10am – 11:00 am, Istanbul, Turkey

Attendees

The following members in good standing are confirmed as participating in the 2022 AGM:

01. **Brazilian Association Business Communication**
02. **Portuguese Association Corporate Communication**
03. **African Public Relations Association**
04. **ASEAN Public Relations Network**
05. **Association of Public Relations Professionals of Puerto Rico**
06. **Cause Impact**
07. **Chulalongkorn University Thailand**
08. **Chartered Institute of Public Relations**
09. **CMC Connect**
10. **COM-ENT Communication & Enterprise, France**
11. **Corporate Excellence Centre for Reputation Leadership, Spain**
12. **Canadian Public Relations Society**
13. **Dircom Communication Directors Association Spain**
14. **Elizade University**
15. **Estonian Public Relations Association**
16. **European Institute of Communications**
17. **Italian Public Relations Federation**
18. **GENN New Narratives Study Group**
19. **International Association of Business Communicators**
20. **Institute of Public Relations Malaysia**
21. **Institute of Public Relations Singapore**
22. **LSPR Communication & Business Institute, Indonesia**
23. **Nabrija University**
24. **Newhouse School of Public Communication, USA**
25. **Nigerian Institute of Public Relations**
26. **Public Relations Association of Indonesia Perhumas**
27. **Peterson Integrated Communication Institute**
28. **Public Relations Institute of Australia**
29. **Public Relations Institute of Ireland**
30. **Public Relations Institute of New Zealand**
31. **Public Relations Institute of Southern Africa**
32. **Procom Finnish Association of Communication Professionals**

33. **Public Relations Society of America**
34. **Public Relations Society of Kenya**
35. **Public Relations Society of the Philippines**
36. **Polish Public Relations Association**
37. **Public Relations Global Communication - 17.PR**
38. **Swiss Public Relations Association**
39. **Turkish Public Relations Association**
40. **University of Florida**
41. **Universidad San Martin de Porres**
42. **University of Southern California**

GA Executive Center Officers

Mateus Furlanetto – MF, Chief Administrative Officer (GA Executive Centre)

Meeting Minutes

The President, Justin Green, started the AGM welcoming and thanking everyone for joining this meeting from every part of the world. As the Secretary, Fiona Cassidy, was unable to attend this meeting, the Board of Global Alliance hereby appointed Board member **Paula Portugal Mendes** to act as Secretary and to commence the meeting.

Item 1. Apologies for absence, approval of agenda & appoint Returning Officer

The Secretary, Paula Portugal Mendes, confirmed no apologies for absence were received.

The Secretary noted that as there were 10 members in good standing, present and participating within this Annual General Meeting this meeting had the valid quorum under article 13.6i of the Global Alliance Bylaws. The Secretary proposed a motion to approve firstly the Agenda as issued and secondly as **Dr. Amybel Sánchez de Walther** was not nominated for election or a member of the 2022 Nomination Committee, she proposed she be appointed as the Returning Officer, whose mission was to ensure that the electoral process is carried out in accordance with the Bylaws and fulfilling all democratic guarantees.

The motion was seconded by Silvia Arto of COM-ENT to approve the agenda and appoint Dr. Amybel Sánchez de Walther as Returning Officer. **No members against. No member abstentions. Motion was unanimously approved.**

Item 2. Approval of Annual General Meeting held virtually on 2 May 2021

The Secretary presented the 2021 AGM minutes for approval (see attached document).

Action:

A motion was proposed by Paula Portugal Mendes of APCE and seconded by Hamilton dos Santos of Aberje to accept the 2021 AGM minutes. **No members against. No member abstentions. Motion was unanimously approved.**

Item 3. Annual Report 2021 and President's highlights

The President Justin Green reported the progress made in the main projects of the GA:

- The Global Ethics Month (February) - Global Alliance become the first world professional communications organisation to launch a truly global comprehensive engagement on ethics. With more than 70 countries and thousands of professionals participating across the four weeks, this programme was led by Ethics & Standards Director Sarah Hanel (CPRS).
- New for 2021 - Global Trends and Communication Transformation Month (March) – The communications and public relations sectors are key responders to the concerns of communities and can also be the spearhead initiating positive changes in business models and organisations. This *new* month long initiative was led and tracked by Silvia Arto, (COM- EMT - Communication & Enterprise).
- The Education & Training Months (April & May) - In the largest undertaking to date Global Alliance hosted and shared free of charge over €2m 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 Prita Kemal Gani.
- The Diversity & Inclusion Months (June & July) - We champion equality and justice and the month of June and July were dedicated to advocate and promote Diversity, Inclusion and Equality, led by Hamilton dos Santos (Aberje).
- The Health & Wellbeing Month (September) - 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 behavioral balance. This initiative was led by Paula Portugal Mendes (APCE).
- New for 2021 – The World PR & Communications Month (October) – Celebrating everything that is great and wonderful about our own profession. Global Alliance members showcased the accomplishments of fellow professionals and recognized research, curriculums, and certification programs across three key areas Recognition & Celebration, Advocacy and Credibility. A team from Global Alliance was chaired by Bonnie Caver (IABC – International Association of Business Communicators).
- New for 2021 – The Student & Young Practitioner Month (November) - Through this initiative, students and young practitioners had access to activities which helped expand their knowledge and their networks but also helped them develop a greater appreciation of the profession and a deeper understanding of the important role that they will play once they advance further within it. This new initiative was led by Ana Pista (PSPR - Public Relations Society of the Philippines).

- The Best of Education & Training Month (December) - This was another opportunity for members to upskill and develop their training with access to a library of over 250 presentations and educational resources free-of-charge, as one of many increasing member benefits. This month was led by CAO Mateus Furlanetto and Jaffri Osman (IPRM - Institute Public Relations Malaysia).
- Academic, Educational and Training Accreditation - Global Alliance's Academic Council oversaw our new accreditation programme providing global recognition and accreditation of our members' qualifications, training and educational programmes, fulfilling our mission of raising professional standards worldwide. The Academic Council is chaired by Dean & Professor Doctor Amybel Sánchez de Walther (Universidad San Martin de Porres, Peru).
- Regional Councils - Going from strength to strength since they were established less than two years ago as a practical step towards getting closer to our membership, our six Regional Councils are led by the following Chairs: **Africa** (Peter Mutie, Public Relations Society of Kenya), **Asia Pacific** (Jaffri Osman, Institute Public Relations Malaysia), **Europe** (Silvia Arto, Communication & Enterprise), **Middle East - South Asia** (Amith Prabhu, The Promise Foundation), **Latin America** (Hamilton dos Santos, Brazilian Association for Business Communication) and **North America** (Béatrice Guay, Canadian Public Relations Society).
- New Regional Offices - Regional offices have opened in Nairobi, Kenya (Africa), Sao Paulo, Brazil (Latin America) and Gurugram, India (Middle East-South Asia).
- New in 2021 – Approaching the Future 2021: Trends in Reputation and Intangible Asset Management - After 12 months of research, the most important study on reputation and intangible assets went international thanks to Global Alliance as the worldwide partner. This report was created by Corporate Excellence – Centre for Reputation Leadership (Spain).
- Global Alliance Public Relations and Communication Model - The Model has been presented in the 2021 EUPRERA congress. And it has been translated to 12 languages: Bahasa, Tagalog, Italian (already available) and Thai, Mandarin, Japanese, Korean, Turkish, Polish, French and Malaysia (under construction).
- Global Alliance Capability Framework - Our collaboration with the University of Huddersfield (UK) Global Alliance announced the extension of free access to the Framework until the end of 2023, as an enhanced benefit of your Global Alliance membership.
- 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 plan and the current and anticipated demands of a professional global membership organisation.
- Membership Growth & Financial Stability - Business activities increased substantially during 2021 as evidenced by the number of programmes, funding initiatives, and membership recruitment efforts implemented.

Item 4. Financial Report 2021

Board Member Peter Mutie presented the Financial Report for 2021, prepared by the Treasurer & Certified Public Accountant, Philip T. Bonaventura:

- Financial Report for the Year Ending December 31, 2021
- As the Global Alliance for Public Relations and Communications Management continued to respond to Covid-era challenges, its financial position remained strong. Building off the success of 2020, member value increased in 2021 with significant programming and high member satisfaction levels.

Income Statement:

- Operating results for 2021 reflected an increase in Total Income from 2020 (46,270 or 70%) because of an increase in Membership, (up 28%), Sponsorship/Partnership funding (up 53%) and Accreditation Income (up 70%).
- Expenses also increased 6% from 2020. Since all activities occurred virtually, there were no travel expenses in 2020 for comparison. This additional spending allowed the Global Alliance to offer increased levels of member benefits during a period of transition to more in-person activities. The primary expense reductions were for Third-party Services of 16% which reflects operating efficiencies in a predominantly virtual environment. Other expenses saw relatively small variances as compared to 2020
- The net result was an operating surplus of 51,572 which was over 496 higher than 2020. These numbers also reflect a relatively flat Global Alliance budget over 2020 results due to the continuing impact of the Covid-19 pandemic, however, the net surplus greatly exceeded the budget expectations.

Balance Sheet:

- Total Net Assets increased by the total operating surplus generated in 2021 of 51,572, resulting in a Net Asset Balance of 120,892. This represents 167% of the 2022 budgeted operating expenses or 20.1 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.
- A Report of the statutory auditor who had examined the financial statements (balance sheet, income statements and notes) was made in accordance with the Swiss Law.

Action:

A motion was proposed by Peter Mutie of Peterson Integrated Communication Institute and seconded by Bonnie Caver of IABC to accept the financial report 2021. **No members against. No member abstentions. Motion was unanimously approved.**

Item 5. Amendments of the bylaws as proposed by GA Executive Board

The Executive Board of Global Alliance proposed two special resolutions to update and amend the Bylaws in accordance with the Switzerland Civil Code.

The Board proposed proposed changes namely: to enable alterations and update procedures in relation to general provisions including membership and organisation to improve the function, efficiency and responsiveness of the Board and Global Alliance in achieving its mission, goals and objectives; and to standardise and correct any anomalies within text for consistency.

- **Motion One** – To standardise and correct any anomalies within text for consistency.
- **Motion Two** – To include a second tier of membership category: Associate Members

6.1 v. Associate Members - Organisations or parties from countries without access to a local national association member of Global Alliance, who share mutual interests and are engaged in the public relations and communications profession, commit to Global Alliance objectives as assessed by the Executive Board and subscribe to the Global Alliance Bylaws and its Global Principles and Code of Ethics for Professional Public Relations and Communications Practitioners. Associate Members are not eligible to be nominated to an Executive Board position or hold a voting right.

Action:

These motions were proposed on behalf of the Executive Board of Global Alliance by Justin Green, President and Secretary Fiona Cassidy.

For Motion One: **No members against. No member abstentions. Motions were unanimously approved.**

For Motions Two: **Two member against. One abstention. Motions were approved.**

Item 6. Nominating committee report and election of board members

The Chair of the Nominating Committee, José Manuel Velasco, presented the report:

In full compliance with Global Alliance Bylaws Article 14.2 and Policy 2 - Board Director Nominations & Nomination Committee, the Board appointed the Nomination Committee at their Board meeting of 7th December 2021.

The Nomination Committee was chaired by, José Manuel Velasco and composed of Fiona Cassidy, Hamilton dos Santos and Peter Mutie.

The call for nominations for available positions on the 2022/23 Board was announced and made public on 6th January 2022 with a closing date of 25th February 2022.

There were 12 Board members stepping down on June 30th, of which 11 were seeking re-election.

A list of 12 nominees seeking election for 12 positions was published in advance and reflected on Election Form issued to representative member or their appointed Proxy representative.

Members voted by an Election Form.

Action:

The Boards returning officer, Dr. Amybel Sánchez de Walther, announced the elected nominees by the members of the AGM to the Board for 2022/23 listed below:

Position/ Term	Nominee	Member Affiliation
Treasurer (June 30, 2024)	Philip T. Bonaventura	PRSA - Public Relations Society of America (USA)
Delegate at Large Academic/Research (To June 30, 2024)	Ángel Alloza	Corporate Excellence – Centre for Reputation Leadership (Spain)
Delegate-at-Large National Association (To June 30, 2024)	Pamela Xiaodong	17.PR (China)
Delegate-at-Large Any Membership Categories (To June 30, 2024)	Amith Prabhu	The PRomise Foundation-India (India)
Regional Delegate at Large (To June 30, 2023)	Gonca Karakaş	Tuhid
Regional Delegate at Large (To June 30, 2023)	Bonnie Caver	International Association of Business Communicators (USA)
Regional Delegate at Large (To June 30, 2023)	Gladys Díaz	Puerto Rico Public Relations Professionals Association (Puerto Rico)
Regional Delegate at Large (To June 30, 2023)	Beatrice Guay	Canadian Public Relations Society (Canada)
Regional Delegate at Large (To June 30, 2023)	Kia Haring	Procom Finnish Association for Communication Professionals (Finland)
Regional Delegate at Large (To June 30, 2023)	Boy Kelana Soebroto	Public Relations Association of Indonesia (Perhumas)
Regional Delegate at Large (To June 30, 2023)	Mandy Pearse	Chartered Institute of Public Relations (UK)
Regional Delegate at Large (To June 30, 2023)	Ana Pista	Public Relations Society of the Philippines (Philippines)

Item 7. Any other notified business

No notified business was received from any member as set out in accordance with the Bylaws under article 13.4i.

The Secretary, Paula Portugal Mendes, invited the President, Justin Green, to close the meeting.

The President, Justin Green, expressed his gratitude and thanked to all 78 Global Alliance member organisations worldwide, to CAO, Mateus Furlanetto, all fellow board members for their commitment and

Global Alliance for Public Relations and Communication Management

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to their representative organisations who put in so much voluntary time and effort into Global Alliance.
Expressed his gratitude to the outgoing member of the board, Patience Nyange.

The president again thanked Gonca Karacas from Tühid for hosting the board in Istanbul and everyone for their participation.

Istanbul, 21 May 2022.

For the Global Alliance Board



President

Justin Green



Chief Administrative Officer

Mateus Furlanetto de Oliveira