



Join

Global Alliance

for Public Relations and
Communications Management

September 2019



Who We Are

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing over 280,000 practitioners and academics across 126 countries around the world.

The Global Alliance for Public Relations and Communication Management is a not-for-profit organisation.

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.

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 among its constituents around the world.

Mission

The mission of the Global Alliance is:

- To unify the public relations profession;
- To raise its 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

Working mostly by projects, the Global Alliance has a cooperative nature and its deliverables are made by outstanding association's leaders and professionals who commit themselves to the profession engaging in teamwork.

Professionalism And Credibility

The Global Alliance seeks to increase the professionalism at several levels. By supporting its member associations, the GA commits to a better professionalism in serving the professionals' interests and by promoting standards and guidelines, it also gives a positive contribution to overall professionalism in the practice of communication management and to its credibility.

Integrity

The Global Alliance is at the forefront of the representation of PR and communication management as a profession in which the importance of ethical behaviour is unquestionable. The development of a Global Protocol on Ethics for Public Relations and the requirement that all GA members ratify it demonstrates 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.

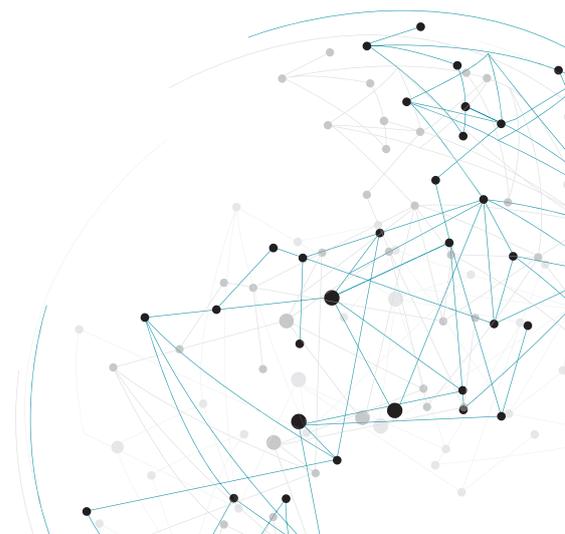
We pursue this vision by convening and serving the profession, helping to find universal principles that unite our professional associations and their members, while embracing a diversity that enables different applications in different parts of our global community.

Innovation And Change

The Global Alliance is committed to produce changes through innovation and the development of a worldwide community which is shaping the future of our profession.

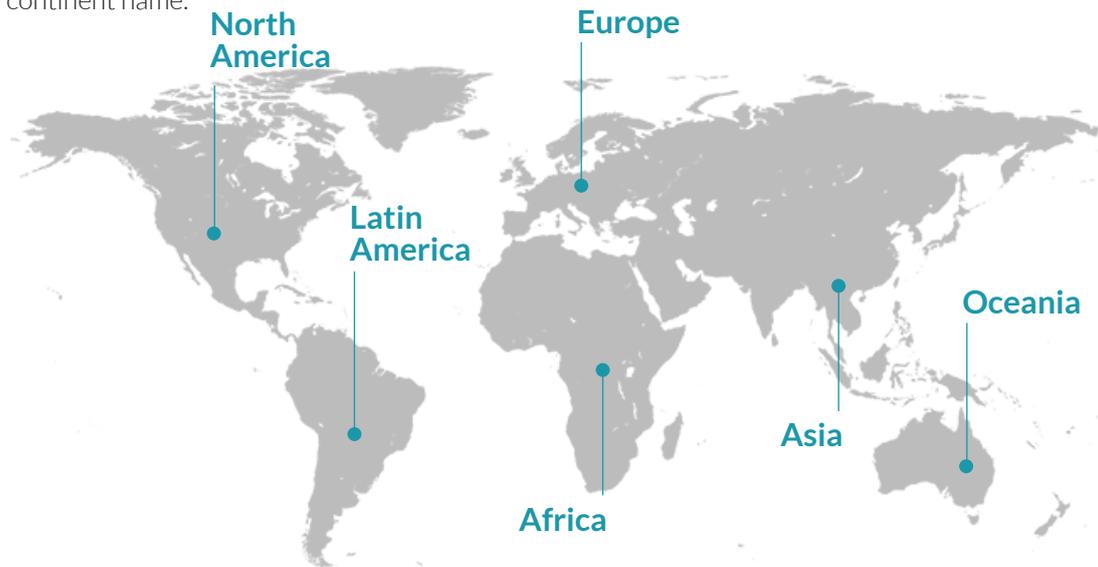
Openness And Dialogue

Believing that a fundamental trait of communication management is to make organizations better equipped at dialogue and understand the environment in which they operate, the Global Alliance thrives to reach out to PR leaders as well as to leaders from other fields of professional practice to increase their awareness of PR and communication management and to engage in fruitful and positive relationships with them.



Over 280,000 Professionals Across 126 Countries

See the full list of our members clicking in each continent name.



Membership Rewards

Joining Global Alliance gives you the opportunity to be a part of the following projects and get special rates to members conferences around the world:



World Public Relations Forum

The biennial Global Alliance's signature program that connect and inspire public relations and communication professionals from around the world. Benefit also of 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 organisation representing professionals across religions, cultures, societies and races that provides you the possibility of engage with over 280,000 professionals and academics across 126 countries around the world.



Regional Councils

Towards getting closer to members and approach services and initiatives in a regional context, Global Alliance established six Regional Councils: Africa, Asia-Pacific, Europe, India-Middle East, Latin America and North America.



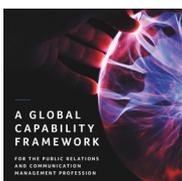
Global Principles of Ethical practice in PR and Communication Management

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 are a guidance for the ethical practice of PR in individual organisations.

Newsletter

Monthly Newsletter

Receive the latest updates of central interest of Global Alliance's activity, news and events agenda from its members, 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.



GA Regional Conferences

Benefit of the opportunity to discuss some landmark issues in the PR and Communication arena from a local perspective: Kenya 2015, Bali 2017 and China 2019.



PRSA Learning Platform

Access with 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 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.



More info: info@globalalliancepr.org