

Membership Benefits

Invitation to join the Global Alliance



The Global Alliance for Public Relations and Communication Management is the confederation of the world's major public relations and communication management associations and institutions, representing over 350,000 practitioners and academics across 126 countries worldwide. Global Alliance is a global, diverse and multicultural organisation, representing professionals across all religions, cultures, societies, ethnicities, abilities and sexual orientations.

The mission of the Global Alliance for Public Relations and Communication Management 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 and to be the global voice for public relations in the public interest.

Knowledge is Power

Share knowledge with leaders from the world's major Public Relations & Communication professional associations and institutions on every continent.

New

International Research Projects

Join projects to raise standards, share knowledge and advocate for the profession: The Global Alliance Public Relations and Communication Model, Global Alliance Approaching the Future Report, Global Alliance Capability Framework and the annual Global Communication Report. Access and share over 80 members' latest research findings from around the globe.

New

Enhanced Networking Opportunities

Networking opportunities across 126 countries with potential access to over 350,000 practitioners, academics and training professionals. With new regional offices in Jakarta Indonesia (Asia), New York USA (North America), Nairobi Kenya (Africa), São Paulo Brazil (Latin America) and Gurugram India (South Asia) along with our existing head office in Lisbon Portugal (Europe). Engage with colleagues, gain insights and experiences from the most diverse, multicultural professional representation across our profession.

New

Education, Training & Personal Development

Access to over 1,000 training programmes provided by our members. Over €2m worth of free education, training and resources delivered as part of our global support initiative during COVID-19. Participate in the Commission on Public Relations Education's work in advancing global research, learning and development.

New

Global Alliance PR & Communication Model

Free access to roadmap for enabling organisations and professionals worldwide improve their leadership and business decision making process. Demonstrate the contribution of PR and Communication functions to generate, enhance and protecting business values.

Global Alliance Capability Framework

Free access for all member organisations to the Global Alliance Capability Framework. Enhance your career path, increase your value by benchmarking your knowledge and practical skills domestically and internationally.

New

Global Accreditation

Have your local organisation professional qualification and training programme recognised internationally. Join the Public Relations Society of America (USA), Chartered Institute of Public Relations (UK), European Institute of Communications (Belgium), LSPR Communication & Business Institute (Indonesia), Universidad de San Martín de Porres (Peru), Peterson Integrated Training (Kenya), University of Liberal Arts Bangladesh (Bangladesh) and the School of Communication & Reputation (India) whose graduates will now have a global qualification recognised around the world.

PRSA Learning platform

Access the training and knowledge platform of the world's largest domestic membership organisation.

Membership Savings

Benefit from 'members-only' rates and discounts for local, regional and international conferences of the Global Alliance member associations worldwide.

New

Regional Councils

Participate in regional conferences, webinars, training programmes and initiatives organised in partnership with member organisations. Gain richer global insights or join your fellow colleagues on your Regional Council with over 50 members across six Councils around the world including Africa, Asia-Pacific, Europe, South Asia-Middle East, Latin America, and North America.

World Public Relations Forum

Participate in the World Public Relations Forum, the privileged biennial forum that brings together professionals to discuss the main trends in Public Relations and Communication.

New

Monthly Newsletter

Monthly newsletter with insights, trend topics, latest news from professional bodies, global employment open positions and an opportunity to amplify local members events, projects and activities globally.

New

Setting Professional Standards

Ensure the voice of your local organisation is heard as part of the global voice for the profession in setting world Ethical Standards, Best Practices, Education & Training, Governance and Critical Themes that affect the profession, led by Global Alliance's World Commission on Ethical Standards in Communications.

New

Focused Months

Focused months with Public Relations insights on programmes and discussion topics devoted to 'Ethical Standards & Practice', 'Global Trends & Communication Transformation', 'Education, Training & Development', 'Diversity, Inclusion & Equality', 'Health & Wellbeing', 'Future of the Profession', 'Technology & PR', 'World PR & Communications', 'Student & Young Practitioner Month' and the 'Best of Education, Training & Development'.

New

Global PR & Communication Awards

The Global Alliance World PR & Communication Awards celebrates outstanding national and international public relations and communication management programmes. It recognises excellence in campaigns that demonstrate the highest levels of strategic planning, creativity and business results in the organization's relationship with its stakeholders.

