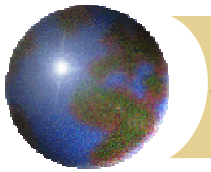


global alliance

One profession-One voice

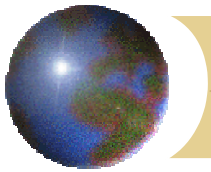
By Jean Valin APR Fellow CPRS

Chair elect Global Alliance 2004-2005 and CPRS officer for Global Alliance initiatives



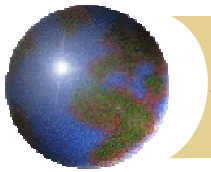
Objectives of the presentation

- To go over the role of the GA
- To discuss the leadership role that CPRS played
- To ask for your input in the GA strategic plan process



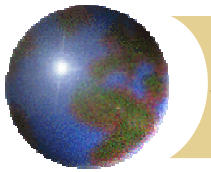
What has the GA done so far

- **Adopted universal code of ethics**
- **Agreed on reciprocal ‘at members rate’ policy**
- **Began research and benchmarking in several areas**
- **Offered access to information regarding:**
 - regional or international conferences and seminars
 - case studies
 - awards programs
 - benchmarking research
 - networking opportunities for professionals



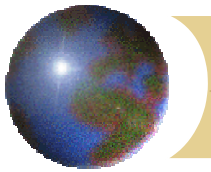
Mission

- **Serve as a vehicle for examining:**
- standards such as ethics
- universal accreditation options
- other initiatives to strengthen the profession around the world
- Advocacy for the profession: 'one profession-one voice'



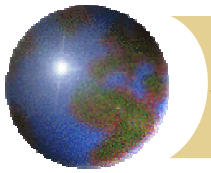
Brief history-milestones

- 1996: CPRS sent letters to all associations ' Reciprocity by 2000' which led to....
- Signing of reciprocity agreements in 2000 at National conference with several qualified associations (ten associations now)...and
- Project underscored the need for a global forum for broader discussions which led to subsequent exploratory meetings over the following years
- 2000 : GA was formed at World Congress in Chicago
- 2001: incorporation as non-profit NGO
- 2002: Election of first officers



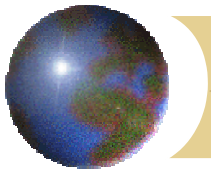
Who is involved?

- Virtually all leading national associations in all corners of the world (Canada, US, UK, SA, Sweden, Italy, New Zealand, Australia, India, Nigeria, Slovenia, Russia, Puerto Rico, Estonia, Brazil...)
- Regional, Specialty and International: IABC, CERP, CONFIARP. IPRA a founding member-although not active at present.
- CPRS led the ethics benchmark and drafted the universal code. (Don LaBelle, APR, Fellow CPRS)
- Many CPRS members and committee chairs involved in GA ctees (e.g. Derrick Pieters, APR, Fellow CPRS, Janice Robertson, APR, Bart Mindszenty, APR, Fellow CPRS, Lisa Falkowsky, APR, Jim Wood, APR, Deanna Drendel, ARP, etc , etc)



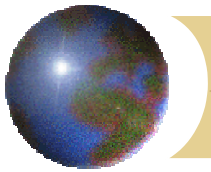
How does it work?

- A governing council (all presidents and exec directors of national associations have seats) - meets once a year. Non-nationals (i.e. IABC, IPRA et al can't vote)
- An elected executive board (meets twice a year, plus teleconferences)
- Chair (2003): Toni Muzi Falconi (ITA)
- Chair elect (2004-05): Jean Valin (CAN)
- Secretary: Colin Farrington (UK)
- Treasurer: Margi Moscardi (SA)
- Past Chair: N/A until 2004
- Operates on a budget of 30K USD and in-kind services



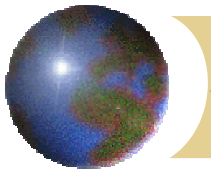
How does it work? ...

- PRSA, IPR-UK and a third (tbd) association hold five year seats on executive.
- All members can participate in work groups and meetings. Only national associations can vote.
- Consensus is the modus operandi.
- Associations supply volunteers for committees at their discretion
- 99% of the work is done on-line.



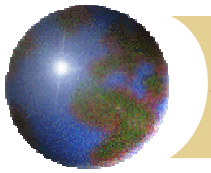
What's in it for you the member?

- In a word.... Access to the whole range of products, services, conferences at members rate.
- A forum for virtual collaboration (several work groups are currently active).
- Strength in numbers. Pooling of resources- possibility (in the future) of sharing ' back-office' functions such as members lists or other administration functions.
- A stronger voice for the profession.
- Commonality of core values and standards will facilitate mobility and improve credibility of PR.



What are we working on?

- Regulation study (how is the profession regulated)
- Best practices for social responsibility reporting
- Ethics- “ask the experts service”(on web site)
- Accreditation (benchmarking, possible standards)
- Advocacy (speeches, NR’s, support to partners)
- Evaluation and measurement (best practices)
- PD, academic research (prioritize needs)
- Social and global issues
- Strategic planning process



What should the GA focus on?

- Your views are critical (see questionnaire)
- We encourage broad participation in work groups.
- Web site: www.globalpr.org