

PRCA announces new category of membership

Submitted by: Public Relations Consultants Association

Tuesday, 31 July 2012

31 July 2012 – The PRCA is to introduce a new strand of membership for professionals working in public affairs that will enable them to enter on to the PRCA Public Affairs Register and subscribe to the Association's Code of Conduct.

The "Regulation and Registration" membership will be open to all public affairs practitioners, and will be priced at £50 for individuals and under £1,000 for organisations. Members will list their clients on the quarterly Register and will be subject to the PRCA's standard disciplinary procedures.

The move follows consultation with PRCA members on how to increase transparency and strengthen accountability in the public affairs industry, where the sentiment was that the Association's Register must cover as many people as possible.

Francis Ingham, PRCA Chief Executive, said: "We have listened to the industry, and will now work with our members on a guided strategy that will promote transparency, accountability, and above all, secure our industry's credibility."

"I'm delighted with the input we've received, and would like to thank everyone for all of their comments and feedback."

Emily Wallace, PRCA Public Affairs Group Chairman and Director at Connect Communications, said: "The PRCA has an important role to play in promoting transparency and ethical behaviour in the professional lobbying industry."

"I particularly hope that this move will encourage people not already signed up to a code of conduct to register and demonstrate their commitment to transparent and ethical behaviour. "

-ENDS-

Notes to editors

For enquiries please contact the PRCA communications team on tom.hawkins@prca.org.uk or 020 7233 6026

For membership enquiries please contact Francis Ingham on 020 7233 6026

The latest PRCA Public Affairs Register can be found here: www.prca.org.uk/paregister

About the PRCA

Who we are: Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

What we do: The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice and creating networking opportunities.

How we do it and make a difference: All PRCA members are bound by a professional charter and codes of conduct, and benefit from exceptional training. The Association also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

Who we represent: The PRCA represents many of the major consultancies in the UK, and currently has more than 250 agency members from around the world, including the majority of the top 100 UK consultancies. We also represent over 70 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.