



---

### *The Benefits of PRCA Membership*

---

The Public Relations Consultants Association is the only Irish body which:

**Represents** the interests of public relations and communication consultancies to key stakeholders, promoting the contribution of the profession to economic, cultural, social and political life.

**Advocates** for the profession, sharing concerns and influencing regulatory, government, and other public bodies and associations.

**Improves** professional standards by facilitating members to attain the internationally recognised quality assurance indicator for PR consultancies, the Consultancy Management Standard (CMS).

Assists in **securing public sector contracts**. The CMS is specifically highlighted in the Office of Government Procurement's (OGP) RFT for the Framework for PR/Communications Services, as is the desirability of membership of a relevant professional body. In addition, the OGP Framework awards points for the development of key individuals and included in this criterion is verifiable attendance at workshops, conferences or briefings – all of which are provided by PRCA.

**Promotes** best practice in the profession to internal and external audiences through its annual *Awards for Excellence in Public Relations* and by hosting briefing sessions with experts on topical issues. It also promotes best practice among early career professionals through its sponsorship of the Cannes Young Lions competition.

Provides access to the latest **thought leadership** benchmarked at a global level via the International Communication Consultancies Organisation (ICCO).

Affords the **assurance** to potential clients of knowing that members subscribe to a code of ethics and adhere to European guidelines in respect of their professional obligations.

Provides opportunities for senior professionals to **network, collaborate, share ideas** and **knowledge**.

Commissions bi-annual **research** exclusive to participating PRCA members on the sector, the market, fees and salaries, and how member companies are responding to emergent issues.

Provides members with **best practice guidelines** in areas of common interest and relevance such as lobby regulations, social media, and most recently internships.