

## **PRGN Member Recruitment Guidelines**

**July 2008**

### **INTRODUCING THE PRGN**

The Public Relations Global Network (PRGN) is an international organization of leading independent, owner-run agencies, working together to serve clients with local knowledge and global reach. It is an invitation-only network.

Network members are experienced and recognized authorities within their local markets and speciality fields of practice. They provide expert counsel at local, national and international levels. There are 38 members currently and the PRGN has targeted a membership of 50 member firms to include the top 30 GDP nations of the world and some additional and speciality agencies in major markets and cities.

The PRGN is run on a democratic basis in that major decisions are voted on by all members at the network conferences held twice a year. The day-to-day business is run by an executive committee led by the network's president. In addition there are a number of special committees and task forces.

### **THE BENEFITS OF MEMBERSHIP OF THE PRGN**

There are a wide range of benefits derived from membership in the PRGN. One fundamental attraction of membership is that members enjoy a high level of exclusivity. While there are exceptions for reasons of speciality, the PRGN typically selects just one agency from a market area, allowing members to share information free of any competitive concerns.

PRGN will deliver a solid return on the investment of time and money of its members in the following ways:

- Enhancement of the knowledge capital of the individual agencies through optimal information exchange
- Improvement of the individual agency's international reach
- Business referrals gained from fellow members whose clients need PR services in 'your' part of the world
- Additional business opportunities from teaming up with a fellow member, or members, to bid together for work which could not be realistically pursued on a solo basis
- Use of the PRGN membership logo as an endorsement to members' credentials presentations

### **Other Important Benefits**

- Members share knowledge of best practice in all areas of PR agency business, including matters such as business development and client campaign evaluation methods
- Members face many common challenges. They find it invaluable to share experiences and market knowledge
- Membership broadens horizons, stimulates thought processes and develops new friendships in unlikely parts of the world
- Members' succession planning and exit strategies can help shape your own thinking on this most important subject
- Membership is without compulsion. Members retain freedom of choice and of actions in all business relationships and activities

### **WHAT MAKES THE PRGN SPECIAL?**

It is the unique owner-run nature of the member agencies of the PRGN which makes the network special. It is not a virtual network of hyper-linked web sites, nor a disinterested network of disparate international offices under common ownership. It is a network of independent agencies led by PR professionals, who know and support one another as close colleagues and friends, working together to improve their own businesses while delivering added value to their respective clients.

- Clients benefit from having programs led 'hands-on' by equity-owning senior counsellors
- Clients benefit from PRGN members' stability and lower rates of staff turnover measured against larger agencies
- Clients benefit from members' strong local market knowledge and the network's global reach
- Clients can choose to work with one agency or several
- Clients can choose whether to instruct agencies individually or a group of member agencies through a single lead agency
- Clients gain big agency expertise at smaller agency charge rates

### **BECOMING AN AGENCY MEMBER OF THE PRGN**

Network membership greatly increases each agency's depth and breadth of service. It gives clients access to expertise and experience generally found in only the very largest agencies by opening up the resources, knowledge and diverse capabilities of all our members around the world.

### **Prospective Member Requirements**

- An agency principal must commit to serving as the lead contact and agree to be responsive to requests from network members, be involved in the organization's growth and attend network meetings on a regular basis (at least 75% of the membership meetings, held twice annually)
- The agency principal is expected to have a minimum of 10 years in the public relations profession with at least three years in an agency environment
- The agency must have either been in business for a minimum of five years and have at least US\$500,000 in annual public relations fees, or have been in business for a minimum of three years and have at least US\$750,000 in annual public relations fees. 'Gross revenues' or 'advertising' fees do not count toward 'public relations fees'
- The agency must adhere to the code of ethics established by the Public Relations Society of America and adopted by the network
- The agency is required to pay membership dues on a regular and timely basis
- The agency is expected to commit to the PRGN as its primary international network involvement but remains unconstrained in other national or sector specific networks or associations

### **PRGN MEMBER FINANCIALS**

The PRGN is a financially sound organization. Membership dues are modest. A new member pays US\$500.00 in their first year. This includes posting company information on the network web site, [www.prgn.com](http://www.prgn.com) and an annual fee thereafter which is currently US\$500.00.

Members pay their own travel and accommodation costs when attending the network conferences twice a year. Members pay their proportion of the overall conference costs, such as hotel meeting rooms.

## **CONTACTS FOR POTENTIAL MEMBERS**

### **CANADA**

Contact Perry Goldsmith, Contemporary Communications, Canada  
+ 1 604 734 3663 or by e-mail [pgoldsmith@ccpr.com](mailto:pgoldsmith@ccpr.com)

### **ASIA**

Contact Kumi Sato, Cosmo Public Relations, Japan  
+ 81 3 5561 2911 or by e-mail [Kumisato@cosmopr.co.jp](mailto:Kumisato@cosmopr.co.jp)

### **EUROPE**

Contact Sheena Campbell, SCR Relaciones Publicas SA, Spain  
+ 34 93 434 2920 or by e-mail [sheena.campbell@scr-rrpp.com](mailto:sheena.campbell@scr-rrpp.com)

### **NORTH AMERICA**

Contact Sandy Lish, The Castle Group, Massachusetts  
+ 1 617 337 9526 or by e-mail [slish@thecastlegrp.com](mailto:slish@thecastlegrp.com)

### **SOUTH AMERICA**

Contact Jose Luiz Schiavoni, S2 Comunicacao Integrada, Brazil  
+ 55 11 3457 0200 or by e-mail [S2brazil@S2.com.br](mailto:S2brazil@S2.com.br)

### **AFRICA**

Contact Evelyn John Holtzhausen, HWB Communications Pty Ltd., South Africa  
+ 27 21 462 0416 or by e-mail [ann@hwb.co.za](mailto:ann@hwb.co.za)

### **AUSTRALIA**

Contact Mark Paterson, Currie Communications Pty Ltd., Australia  
+61 (0) 3 9696 5899 or by e-mail [mark@curriecom.com.au](mailto:mark@curriecom.com.au)

Alternatively, visit the PRGN web site, [www.prgn.com](http://www.prgn.com) and contact the president.

## MEMBERSHIP APPLICATION FORM

Agency Name:

Agency Address:

Phone:

Fax:

E-mail

Web:

Year Agency established.....

Agency Principal .....

Number of years PR Experience .....

Number of years Agency Management Experience .....

Details of other Directors/Partners .....

Details of ownership/shareholding .....

### **STAFF:**

Board Member Executives .....

Account Directors .....

Account Managers .....

Account Executives .....

Others .....

Total number of full time staff .....

Total number of part time staff .....

## MEMBERSHIP APPLICATION FORM

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Annual Public Relations Fees excluding advertising and 3<sup>rd</sup> party costs .....

Details of affiliations/relationships with other PR Agencies/Groups/Networks .....

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Memberships of Professional bodies/PR industry organizations .....

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Agency services .....

Client list: Retainer .....

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Client list: Project work .....

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Accounting Firm/Financial Auditors.....

Bankers .....

I have read the PRGN Membership Guidelines, reviewed the PRGN Website

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Signed by Principal / Owner

Date:

**Submit to PRGN Membership Chairman** (by e-mail):

Jose Luiz Schiavoni, Chief Executive Officer, S2 Comunicação Integrada SA,  
R. Gomes de Carvalho, 1765, 2o andar, 04547-006 São Paulo – SP - Brazil

Telephone 55-11-3457-0200 Fax 55-11-3457-0222;  
E-mail: [joseluiz@s2.com.br](mailto:joseluiz@s2.com.br) web: <http://www.s2.com.br>