



Public Relations Global Network

Leading Independent Agencies Worldwide

Public Relations Global Network, Inc. Membership Guidelines (amended April 2011)

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 43 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



Public Relations Global Network
Leading Independent Agencies Worldwide

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.



Public Relations Global Network
Leading Independent Agencies Worldwide

PROSPECTIVE MEMBER QUALIFICATIONS

- Agency principal must commit to serving as lead contact, agreeing to be responsive to requests from Network members, be involved in the organization's growth and attend Network meetings on a regular basis.
- Principals are expected to have 10 years in the public relations profession with at least three years in an agency environment.
- Agency must have either been in business for a minimum of five years and have \$500,000 in public relations fees, or have been in business for three years and have \$750,000 in public relations fees. Neither "revenues" nor "advertising" count toward "public relations fees."
- Agency must make commitment to attending more than 75 percent of the Network meetings over any given three-year period.
- Agency must adhere to the code of ethics established by the PRSA and adopted by the Network.
- Agency must be prepared to pay membership dues on a regular and timely basis.
- Membership in PRGN is available to public relations agencies in the practice areas of consumer marketing and business to business who are based and operate in a major DMA; and to specialty firms that offer expertise in a particular field.

AGENCY NOMINATION PROCESS

- Any current member of the Public Relations Global Network can nominate a prospective member. Prospective members must complete a two-page application form and submit any agency marketing materials for review by the membership committee.
- Any nominations should be submitted to the membership chair and will be reviewed by the membership committee (president-elect, committee co-chair and any other committee members).
- The membership committee, chaired by the president-elect, is charged with identifying and qualifying new members for the network. Member agencies shall be agencies that provide consumer marketing or business-to-business services in their particular city or nearby urban area, with the exception of specialty agencies that are located in a member market and who do not ordinarily compete with the other member(s) in that area or have a practice that is substantially identical to that of the existing member(s).



Public Relations Global Network
Leading Independent Agencies Worldwide

- The membership chair will be responsible for disseminating information to the current members. Members shall have 30 days to comment. The membership committee shall have the authority to recommend to the executive committee to extend an invitation to the prospective agency to attend the next PRGN meeting for a presentation and a vote by the members in attendance.
- It shall be made clear to prospective agencies that their attendance at the first meeting is as a guest and not as a member...an opportunity for them to evaluate the network and for the network to evaluate them. At the meetings, the current membership shall leave time to discuss the agencies after the prospective agencies have been dismissed.
- If approved by current membership, the president shall extend an invitation to the prospective agencies to become a member. If membership is not immediately accepted, the prospective member shall have 30 days to accept membership.

MEMBERSHIP CATEGORIES

Any member may nominate a firm for one of the following membership categories:

a. Member

This is the status of a firm approved for full membership as provided by the network bylaws upon a majority vote of the members present for a vote.

b. Provisional Member

A firm that is fully qualified for membership but is unable to attend a meeting at which a vote on membership will be taken may be designated a Provisional Member until the next meeting. Failure to attend the subsequent meeting will terminate this status unless renewed by majority vote. A Provisional Member will have those privileges of membership determined by the executive committee, but will not have the right to attend business meetings or vote on any matter concerning the business of the network. Dues for this member will be assessed and collected by the executive committee.

c. Affiliated Network Member

An organization consisting of, or representing, two or more independent firms can be elected by a majority vote of existing members present at a vote as an Affiliated Network Member. This member will be afforded rights and privileges of a member, under terms and conditions determined by the executive committee, but will be entitled to cast only one vote on any matter. The dues of this member will be determined by the executive committee.



Public Relations Global Network
Leading Independent Agencies Worldwide

d. Member Emeritus/Honorary Member

The status of member emeritus will be bestowed upon an individual who has contributed to the organization's growth and desires to remain active with the organization although he or she is no longer involved in the profession on a full-time basis. A candidate in this category may be nominated by an active member of the organization to the Executive Committee and approved there by a two-thirds majority; the nomination will then be forwarded to the entire membership in advance of the next meeting and accepted upon a two-thirds majority of the membership present. Members emeriti will be exempt from paying dues and meeting fees, but will be charged for social fees incurred at meetings which they attend. They will not have voting privileges. The number of members emeriti will be strictly limited to 10 percent of the total membership.

PUBLIC RELATIONS GLOBAL NETWORK, INC. - BY LAWS

NAME

Public Relations Global Network, Inc.

ORGANIZATIONAL STRUCTURE

The network is an incorporated, non-profit organization of independent member firms. Only elected officers have authority to incur liabilities or make binding commitments for the organization, but not its individual member firms.

STATEMENT OF PURPOSE

To create and maintain a network of public relations agencies with the highest professional standards that encourages members to exchange information and counsel, to serve as a resource for business development and support, and to provide each agency with an international capability.

NETWORK EXCLUSIVITY

Members shall not be a member of another network that is substantially the same as this network. Members are not precluded from engaging in joint or affiliated relationships with other firms or other business partners, even if such arrangements place it in competition with another member. Members also are not precluded from doing business with a non-member firm in an area where a member firm exists.



Public Relations Global Network
Leading Independent Agencies Worldwide

MEMBERSHIP

The Public Relations Global Network is designed for owners of independent agencies. When accepted for membership, the agency must tell the president which owner, or two owners, will attend meetings. The owners must have the authority to act on behalf of their agency. Each agency has only one vote for any decision.

If there are more than two owners who attend a meeting, it must be approved by the president, and this decision can be appealed to the executive committee.

If the agency changes its nature, for example, a change in ownership or other factors that affect public relations capability, the executive committee will decide if the agency must apply again for new membership or must make other changes. This decision can be appealed to the full membership.

Owners who have attended meetings with more than two members prior to ratification of this amendment can continue to do so in the future.

DUES AND FINANCIAL OBLIGATIONS

Dues are assessed for each calendar year and outlined in the chart below.. There will also be a one-time \$200 fee for new members. Additionally, costs of meetings are allocated among all members, in an amount to be determined by the executive committee. Upon completion of his or her term, the president may submit to the group an invoice for all administrative costs incurred, which shall be included in the meeting invoice.

Agency Fee Income (USD)	Annual Fee
Up to 749,999	1,000 USD
750,000 - 1.39 million	1,350 USD
1.4 million - 1.99 million	1,700 USD
Greater than 2 million	2,000 USD

MEETINGS

Meetings are held approximately every six months and conducted in English. Locations and host agencies are selected two meetings in advance. All members will be charged for meeting costs such as room rentals, speakers, etc. Meals will be billed separately and the meeting host is responsible for maintaining accurate attendance records at each meal activity, and providing this information to the treasurer.



Public Relations Global Network
Leading Independent Agencies Worldwide

MEETING ATTENDANCE

Attendance by principals is required. A principal is an owner. Two absences in a row are grounds for dismissal from the Network, unless the group votes to grant a waiver at the time of the second absence.

NEW MEMBERS

Any members may sponsor a potential new member agency. The member should communicate its sponsorship and details about the candidate agency to the membership committee, which through the executive committee, is charged with determining an agency's eligibility and coordinating a presentation before the membership. Candidates are invited to join based upon a majority vote of member agencies present at the meeting.

RULES OF ORDER

The business meetings of the Network will be operated according to Robert's Rules of Order.

SELECTION OF OFFICERS

The Public Relations Global Network shall have an executive committee, comprised of the president, president-elect, immediate past-president, treasurer, secretary and ex-officio members, such as committee chairs, designated by the president. Ex-officio members can't vote on matters before the committee.

The executive committee has authority to act on behalf of the organization on all network matters; provided, however, that all actions are subject to ratification by a majority of the members at the next meeting or by a special vote of the membership requested by the executive committee.

Under the executive committee shall be a nominating committee that determines interest and suitability of candidates for president, president-elect, treasurer or other elected positions. Also under the executive committee shall be the membership committee.

The president-elect should serve as membership committee chair. He or she may enlist the services of a co-chair and other committee members.

The immediate past-president shall serve as nominating committee chair. He or she may enlist the services of a co-chair and other committee members.

The president is responsible for planning and overseeing the meetings that fall during his or her term. He or she may enlist the services of a co-chair and other committee members of assistance, including record keeping. The president will oversee the development and operation of the network Web site. The president will serve for two meetings.

The treasurer shall be responsible for billing for membership dues, disbursement of network expenses and maintaining an accounting of such activities. The treasurer will serve for four meetings.

The secretary shall be responsible for maintaining all corporate and network documents, records of members' attendance at network functions, recording minutes of network business meetings, and other such duties as may be assigned by the executive committee. The secretary will serve for two meetings.

At the end of the first meeting of the president, a president-elect will be elected by a majority vote of the members attending the meeting from a slate presented by the nominating committee or by nomination from the floor. At the end of the president's second meeting, the immediate past-president will go off the executive committee, the president will become immediate past-president, and the president-elect will become president.

The treasurer's term will begin at the end of each meeting in which he or she is elected and conclude at the end of the treasurer's fourth meeting. Committee chairs' term will also begin at the end of each meeting, or at the time of their appointment if between meetings, and serve at the pleasure of the president.

If for some reason, a member of the executive committee cannot complete his or her term, the nominating committee will nominate a replacement and conduct a vote via e-mail. A candidate receiving a majority vote will be elected and immediately begin serving.



Public Relations Global Network
Leading Independent Agencies Worldwide

CHANGES TO BY LAWS

Any member may propose a change, which must be approved by a majority vote of members in good standing. The voting will occur as determined by the executive committee; provided that all members receive adequate notice and a reasonable opportunity to vote.

ADMISSION OF NEW MEMBER AGENCIES

Candidate agencies sponsored by an existing member will be invited to attend a Network meeting by the membership committee chair. They will attend the meeting only as a guest and will be asked to make a presentation on their agency. During the meeting, existing members will vote on admittance, and the president shall inform the prospective members of the results. New members may be admitted by a majority vote of members present. Successful candidates shall be extended a written invitation to join by the president, and the new member should submit a letter to the President accepting membership, agreeing to the policies and procedures of the Network, and include payment of the fees and dues required.

TERMINATION OF MEMBERSHIP

Upon the recommendation of the membership committee and approval by the executive committee, a member shall be immediately terminated upon a majority vote of members present at a meeting at which a vote is taken or the majority vote of all members if the vote is taken at another time. Grounds for termination include the failure to pay invoices submitted to them within 90 days; a failure to comply with the policies, procedures, bylaws, or charter of the organization; a change in status that makes the member unqualified for membership; or any determination by the executive committee that termination is in the best interest of the organization.



Public Relations Global Network
Leading Independent Agencies Worldwide

CONTACTS FOR POTENTIAL MEMBERS

CANADA

Contact Perry Goldsmith, Contemporary Communications, Canada
+ 1 604 734 3663 or by e-mail pgoldsmith@ccpr.com

ASIA

Contact Boh Tiong Yap, Mileage Communications Pte Ltd, Singapore
+ 65 6222 1678 or by e-mail btyap@mileage.com.sg

EUROPE

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

NORTH AMERICA

Contact Sandy Lish, The Castle Group, Massachusetts
+ 1 617 337 9526 or by e-mail slish@thecastlegroup.com

SOUTH AMERICA

Contact Agustin Stellatelli, IDENTIA pr, Argentina
+ 54 11 5032 6300 or by e-mail astellatelli@identiapr.com

AFRICA

Contact Evelyn John Holtzhausen, HWB Communications Pty Ltd., South Africa
+ 27 21 462 0416 or by e-mail 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

Alternatively, visit the PRGN web site, www.prgn.com and contact the president.



Public Relations Global Network
Leading Independent Agencies Worldwide

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

Page 2

Annual Public Relations Fees excluding advertising and 3rd party costs:.....

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

.....

Memberships of Professional bodies/PR industry organisations

.....

Agency services

Client list: Retainer

.....

Client list Project work

.....

Accounting Firm/ Financial Auditors.....

Bankers

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

.....

Signed by Principal / Owner

Date:

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

Francine Robbens, President, Public Relations Partners,
Avenue Roger Vandendriesschelaan 5, B- 1150 - Brussels - Belgium

Telephone +32.2.761 08 10 Fax +32.2.772 12 73;

E mail: info@prp.be web: <http://www.prp.be>