



## **PRCA: Fit for the future – and home of the industry of the future**

Since 1969 the PRCA has been raising standards in public relations, communications and public affairs. Now, as the world's largest organisation of our kind, we are leveraging our global membership and proven advocacy record to shape the industry's future.

This updated vision for an inclusive, creative, aspirational and thriving PR and public affairs sector sets out our strategic goals and focus for the coming years. We invite members to support and promote these for the common good.

As the industry's voice, we ensure government, policymakers and business leaders recognise PR and public affairs' vital social and economic impact. We will strengthen trust and enhance member value, making PRCA the natural home for ambitious practitioners, agencies and corporate / in-house teams seeking growth and excellence.

We will be the go-to hub for market trends and insight. Through comprehensive professional development, including knowledge sharing, networking and accreditation, we will equip members to innovate and thrive in today's dynamic marketplace.

Our commitment to equity, diversity, inclusion and ESG standards will continue to drive best practice and social impact through our members' outstanding work. This focus reinforces the PRCA's position as a world-class trade association worthy of our members' pride.

We look forward to this exciting stage of our shared journey.

## **VISION:**

To lead the global evolution of public relations and public affairs through innovation, excellence and the highest ethical standards and demonstrate how our work is for the public good.

## **MISSION:**

To champion the adoption of standards, drive knowledge and innovation, elevate the reputation of our public relations and public affairs' members globally, and secure recognition for the important contribution made to local, national and international communities and economies.

## **VALUES:**

- **INTEGRITY:** We're a beacon for trust and integrity, promoting and upholding the highest standards and ethics across the industry.
- **INCLUSION:** Our industry is a community of global expertise and we are dedicated to cultivating a positive culture and being a catalyst for equity, diversity and inclusivity.
- **INNOVATION:** We are a hub for knowledge, curiosity and expertise, uniquely positioned to navigate and guide our members through the challenges and opportunities of the future.

## **STRATEGIC GOALS:**

### **1. Enhance member value**

- Making membership easy, engaging and aspirational and a way to grow personally, professionally and commercially
- Connecting, challenging and inspiring all generations, from school leavers upwards, in the UK and globally
- Providing industry insight and data, including guidance around emerging tech, policy and regulation

### **2. Promote and uphold professionalism and ethics**

- Championing standards and commitment to the codes of conduct
- Increasing uptake of our world-class training and development offer
- Promoting the Communications Management Standard as the quality standard for agencies and in-house teams alike

### **3. Inclusive by default**

- Ensuring the PRCA and the wider industry is a welcoming home for all, led by the excellent work of the Race and Ethnicity Equity Board (REEB) and Equity and Inclusion Advisory Board (EIAB)

- Providing training, guidance and support and setting tangible industry benchmarks for diverse recruitment and retention
- Amplifying diverse member voices and celebrating best practice

#### **4. Industry champion**

- Advocating at the highest levels to increase understanding, trust and investment
- Speaking out on the issues that matter and amplifying member voices
- Promoting our wider economic and societal impact and working cross-sector to find solutions to the world's biggest challenges

#### **5. A fit for purpose PRCA**

- A financially stable, lean and future-focused operation, with improved processes and technology
- An appropriately structured, well-trained and happy team, acting as organisational and industry ambassadors with diverse boards, committees and groups acting with transparency and accountability
- A relentless focus on member engagement, participation and satisfaction