



# Annual Report 2015

May 2016

Global Alliance for Public Relations  
and Communication Management

**Global Alliance for Public Relations and Communication Management**

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## Highlights of 2015/2016

### letter from the Global Alliance Chair

The Global Alliance for Public Relations and Communication Management searches for standards that unite us while identifying the diversity among the many ways in which public relations and communication management are practiced and taught. Our members - the professional bodies as well as the institutions of higher education - come together to jointly raise those standards and to globalize our profession. At the same time, we are the association of associations: helping each other achieve association development, governance and sustainability through the exchange of good practices and learning opportunities.



The past year has been exciting for the Global Alliance, with a number of projects coming to fruition.

#### World Conference on Public Relations in Emerging Economies

Around 500 delegates gathered in Nairobi, Kenya in November 2015 for the World Conference on Public Relations in Emerging Economies, a successful three-day event (plus academic master classes) hosted by PRSK where over 250 participants explored how public relations can drive innovation and bring broad benefits to emerging economies..

#### Global Communications Report

February 2016 saw the launch of the first Global Communications Report, driven by the University of Southern California's Center for Public Relations, and jointly conducted with the Holmes Report and other major global public relations bodies. GA member associations from 31 countries responded to the survey with results revealing the scale of change disrupting our industry. The Global Communications Report shows that growth will be driven by content and technology, but a fundamental challenge appears to be the recruitment and retention of diverse talent that can sustain such growth. Full results will be presented at a special panel during the World Public Relations Forum 2016 in Toronto.

#### The Global Capabilities Framework Project

This is a multi-year, two-phased project supported by a mandate given by our members at the Annual General Meeting 2014.

The first phase concluded with a compilation of the current most prevalent knowledge and behavioural items as defined in national professional standards and in numerous workshops with association and industry leaders in all continents. In a second phase, this GBOK document forms the basis for further consultations with GA member associations and with leading public relations scholars. We will conceptually explore if the knowledge and behavioural items in public relations can be expanded into a global capabilities framework (with local flexibility) that may serve to raise the standards of public relations in the years to come.

## COMM PRIX Awards

The finalists for the 2016 COMM PRIX Awards were announced in April 2016, together with the winner of the category *Academic Case Studies*. For the first time – and uniquely for our industry – the judges expressly evaluated how relationships were improved by the entrants' work. The supreme winner of COMM PRIX will be announced at the CPRS-GA Awards Gala Dinner at the World Public Relations Forum 2016 in Toronto.

## WPRF 2016

The 9<sup>th</sup> edition of the World Public Relations Forum takes place May 29-31, in Toronto, Canada, and is co-hosted with the Canadian Public Relations Society (CPRS).

Under the overall topic of 'Communication Across Cultures' the WPRF will feature:

- The who's who of public relations and communication professionals from across the globe gathered for the first time in North America
- A business stream with workshops, presentations, and discussions
- A peer-reviewed research stream with scholars and industry-relevant results from 6 continents
- Exhibitors showcasing innovative products and services
- A Gala dinner celebrating both the winners of the CPRS National Awards of Excellence and the Global Alliance COMM PRIX Awards.

## WPRF 2018

The outcome of the bidding process for the World Public Relations Forum 2018 was announced in September 2016. The Norwegian Communication Association (NCA) will be the host of the 2018 WPRF in Oslo. The GA received outstanding bids from three continents. In the end, the GA board was convinced that Oslo is the right place for the global profession to convene in 2018. Norway shapes modernity thanks to its innovative economy, its competitiveness and its inclusive society. WPRF 2018 in Oslo will inspire communicators to address all modern communication challenges and opportunities.

## Association Workshop

Every year the Global Alliance for Public Relations and Communication Management organises an Association Workshop, a free event for member associations where developments and common strategic issues for GA members are explored.

In 2015 the Association Workshop took place 26-27 June in Milan, Italy, and 25 associations and institutions from all over the world participated. The first day of the workshop focused on GA work on the 'Global Body of Knowledge'. The second day included GA sessions on the Code of Ethics and the WPRF 2014 legacy output, as well as the presentation "PR in the Age of the Robot" by Alastair McCapra, CIPR.

This year the GA Association Workshop will take place on Saturday 28 May 2016, immediately prior to the World Public Relations Forum. Participants will continue the work on the capabilities framework and will then focus on the main topic for the workshop, i.e. association sustainability and development. The workshop is facilitated by GA member IABC and will also include a best practice case from ProCom, Finland.

## Small and Medium Enterprises – Deliberative Engagement

The Global Alliance has partnered with various European organizations, Universities and enterprises to conduct the project 'Small Medium Enterprises - Deliberative Engagement (SME - DE)'. Its aim was to find out how small and medium sized businesses can be communicatively engaged in addressing difficult, 'wicked' long-term business sustainability issues. The outcome of the project was presented during the free webinar "*How to engage stakeholders on challenging problems?*" on 9 March 2016.

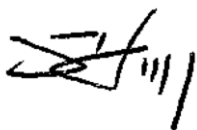
## Growth and Sustainability

The Global Alliance is growing. Recent new members come from all corners of the world, e.g. the Institute of Public Relations Malaysia, the Middle East Public Relations Association, the Lithuanian professional body LRVS, and the Chilean association FOCCO. Two premier academic institutions have also recently joined: the S.I. Newhouse School of Public Communications at Syracuse University, and the College of Journalism and Communications at the University of Florida.

Nevertheless, budgetary conservatism remains pivotal for sustaining the viability of the Global Alliance: Recent months saw the slight expansion of professional staff in our executive center in Lugano. We continue to closely monitor the expenses of the executive center against the Global Alliance's sources of income, specially in light of the fact that the revenue from advertising and sponsorship has thus far remained flat in 2016 and that the GA depends in large part on the volatile revenue from events, as noted by our Treasurer (see Treasurer's Report).

## Outlook

The Global Alliance will always be as successful as you - our members – give it the mandate to be. The impact we made in 2015/16 is therefore closely tied to your dedication, support, funding and encouragement. At the same time, we continue to owe our 'home' in Switzerland to the unwavering support of USI, The University of Lugano that provides us with space, infrastructure and counsel. As Chair of the Global Alliance, I am immensely grateful for the support you are giving us and I invite you to remain part of our boundary-spanning work.



Gregor Halff,  
Chair, Global Alliance for Public Relations and Communication Management

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## The Global Alliance at a glance

### Profile

The Global Alliance for Public Relations and Communication Management ([www.globalalliancepr.org](http://www.globalalliancepr.org)) is the confederation of the world's major public relations and communication management associations and educational institutions, representing through its members 160,000 practitioners and academics around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Founded: 2000  
Status: Non-profit organization  
Head office: Lugano, Switzerland (since Oct. 2008)

### Vision

The Global Alliance's vision is to enhance the role and value of public relations and communication management to organizations, and to global society. We pursue this vision through leadership and service to the profession, defining universal principles that unite our professional associations and their members, while embracing a diversity that enables different applications in different parts of our global community.

### Mission

- To unify the public relations and communication management profession
- To raise its professional standards all over the world
- To share knowledge for the benefit of our members
- To be a global voice for public relations in the public interest

### Operating principles

- Consensus-based collaboration
- Common principles, country-specific applications
- Seamless membership approach in a global community

### Membership benefits

- Share knowledge with leaders from the world's major PR/communication professional associations and institutions on every continent
- Have a voice in setting standards in education, governance, ethics, sustainability and other critical themes on a global level
- Demonstrate to audiences and stakeholders that members are part of the Global Alliance's global confederation and share a global vision for communication
- Participate in international research projects to raise standards, share knowledge and advocate for professional PR and communication
- Use the Global Alliance online global communication platforms to give visibility to member organizations, their news and events
- Benefit from 'members-only' rates and global reciprocity at the conferences, events and networks of Global Alliance member associations worldwide

## Organisation

In October 2008, the Global Alliance's administrative center was established in Lugano, Switzerland, at Università della Svizzera italiana (USI). The exceptional support from the University has allowed the Global Alliance to make the transition from a grassroots entity to an institutionalized organisation with an executive officer and a secretariat to oversee its day-to-day operations. The Global Alliance Center efficiently manages various key elements of the Global Alliance such as membership service and growth, internal and external communication, initiatives and partnership activities, and has contributed to significant managerial professionalization of the Global Alliance.

### Executive Board, 2015/17

The Global Alliance is led by a volunteer Board comprising leading public relations practitioners, academics and association managers. They are tasked with the development, execution and institutionalization of all major projects of the Global Alliance. In 2015, the Board included representatives from 13 countries and six continents.

| Position                     | Incumbent               | Country     | Association |
|------------------------------|-------------------------|-------------|-------------|
| Chair                        | Gregor Halff            | Singapore   | IPRS        |
| Chair-Elect                  | José Manuel Velasco     | Spain       | DIRCOM      |
| Immediate Past Chair         | Anne Gregory            | UK          | CIPR        |
| Treasurer                    | Joseph Truncale         | USA         | PRSA        |
| Secretary                    | Therese Manus           | Norway      | NCA         |
| Chief Administrative Officer | Elena Bernasconi        | Switzerland | GA          |
| Board Member                 | Alejandra Brandolini*   | Argentina   | CPRPA       |
| Board Member                 | Fiona Cassidy           | New Zealand | PRINZ       |
| Board Member                 | Kentice Tikolo          | Kenya       | PRSK        |
| Board Member                 | Mateus Furlanetto*      | Brazil      | ABERJE      |
| Board Member                 | Mark Schumann           | USA         | IABC        |
| Board Member                 | Cecilia Schon - Jansson | Sweden      | SACP        |
| Board Member                 | Jerry Swerling          | USA         | USC         |
| Board Member                 | Prita Kemal Gani        | Indonesia   | PERHUMAS    |
| Board Member                 | Rotimi Oladele*         | Nigeria     | NIPR        |

\* Until 30 June 2016

### Global Alliance Chairs since inception:

Anne Gregory (UK)  
 Daniel Tisch (Canada)  
 John Paluszek (USA)  
 Colin Farrington (United Kingdom)  
 Sej Motau (South Africa)  
 Jean Valin (Canada)  
 Toni Muzi Falconi (Italy)

The Board adopted a change in November 2014 towards a project structure, where leaders are appointed to projects rather than committees. They convene in working groups and report back to the Board with work plans and scheduled outcomes.

### Global Alliance Center:

Elena Bernasconi, Chief Administrative Officer  
 Désirée Haupts, Executive Assistant/Communication Manager



## Members in good standing 2015

|              |  |                |
|--------------|--|----------------|
| ABERJE       | Brazilian Association of Business Communication                | Brazil         |
| APCE         | Portuguese Association for Corporate Communication             | Portugal       |
| APRN         | Asean Public relations Network                                 | Asia           |
| CICOM        | Confederation of the Communication Industry                    | Mexico         |
| CIPR         | Chartered Institute of Public Relations                        | United Kingdom |
| CONFIARP     | Inter-American Confederation of Public Relations               | Latin America  |
| CPRPA        | Professional Council of Public Relations of Argentina          | Argentina      |
| CPR PK       | Council of Public Relations Pakistan                           | Pakistan       |
| CPRS         | Canadian Public Relations Society                              | Canada         |
| CUR          | University of Remington  | Colombia       |
| DIRCOM       | Asociación de Directivos de Comunicación                       | Spain          |
| DPRG         | German Public Relations Association                            | Germany        |
| DUOC UC      | Fundación Instituto Profesional Duoc UC                        | Chile          |
| EPRA         | Estonian Public Relations Association                          | Estonia        |
| EUPRERA      | European Public Relations Education and Research Association   | Europe         |
| FERPI        | Italian Federation of Public Relations                         | Italy          |
| HC           | .HARBOURCLUB.  | Switzerland    |
| HUOJ         | Croatian Public Relations Association                          | Croatia        |
| IABC         | International Association of Business Communicators            | USA            |
| IPR          | Institute for Public Relations                                 | USA            |
| IPRS         | Institute of Public Relations of Singapore                     | Singapore      |
| MCMS         | Mc Master – Syracuse Master of Communication management        | Canada         |
| NCA          | Norwegian Communication Association                            | Norway         |
| NIPR         | Nigerian Institute of Public Relations                         | Nigeria        |
| PERHUMAS     | Public Relations Association of Indonesia                      | Indonesia      |
| PRIA         | Public Relations Institute of Australia                        | Australia      |
| PRII         | Public Relations Institute of Ireland                          | Ireland        |
| PRINZ        | Public Relations Institute of New Zealand                      | New Zealand    |
| PRISA        | Public Relations Institute of Southern Africa                  | South Africa   |
| PROCOM       | Finnish Association of Communications Professionals            | Finland        |
| PRFoundation | The Promise Foundation for Public Relations                    | India          |
| PRORP        | Mexican Association of Public Relations Professionals          | Mexico         |
| PRSA         | Public Relations Society of America                            | USA            |
| PRSK         | Public Relations Society of Kenya                              | Kenya          |
| SACP         | Swedish Association of Communication Professionals             | Sweden         |
| SPRI         | Swiss Public Relations Institute                               | Switzerland    |
| SPRV         | Swiss Public Relations Association                             | Switzerland    |
| UFL          | University of Florida, College of Journalism and Communication | USA            |
| UAGro        | Universidad Autónoma de Guerrero                               | Mexico         |
| ULAB         | University of Liberal Arts Bangladesh                          | Bangladesh     |
| USC          | University of Southern California                              | USA            |
| USMP         | University of San Martín de Porres                             | Perú           |

## Work by the Global Alliance

### 1. World Public Relations Forum (WPRF)

The Global Alliance's signature program, virtually from the organization's inception, has been its bi-annual assembly of public relations and communication professionals from around the world to examine major issues affecting the profession and affected by the profession.



The 9th edition of the World Public Relations Forum is held in Toronto, Canada, on 29-31 May 2016.

The WPRF brand continues to grow in prominence, and the Global Alliance has developed transparent criteria to guide what is now a highly competitive bidding process to select host countries and associations.

For more information, visit [www.globalalliancepr.org/wprf/](http://www.globalalliancepr.org/wprf/)

### 2. World Conference on Public Relations in Emerging Economies (WCPREE)

The Public Relations Society of Kenya (PRSK), supported by the Global Alliance for Public Relations and Communication Management, held the first [World Conference on Public Relations in Emerging Economies \(WCPREE\)](#) on November 14-18, 2015 at the Kenyatta International Convention Centre in Nairobi, Kenya.



The World Conference on Public Relations in Emerging Economies has brought together practitioners and academics from across the globe to look at the particular challenges faced by emerging economies in an evolving and continually changing environment. The international communication community coming together in Nairobi debated topics such as the role of emerging economies in the global economy, the role of public relations and technologies in emerging economies, how to achieve sustainable development, stability and wellbeing in emerging economies and globally.

The conference was a blend of:

- Communicators & communication schools roundtables
- Young communication scholars workshop
- Sector based master classes
- Two day exhibition running concurrently with the main conference of keynote speakers, plenary and parallel sessions

For details see [www.globalalliancepr.org/wcpree/](http://www.globalalliancepr.org/wcpree/)

### 3. GBOK/Global Capabilities Framework

The Global Alliance has dedicated a multi-year, two-phased project to this endeavour, supported by a mandate given by its members at the Annual General Meeting 2014.

Under the stewardship of Jean Valin, an international team of volunteers first studied all existing professional qualifications and educational standards, identified overlaps and developed an aggregate document named 'Global Body of Knowledge' (GBOK) that is available on the GA website. This first phase thus concludes with a compilation of the current most prevalent knowledge and behavioural items as defined in national professional standards and in numerous workshops with association and industry leaders in all continents.

In a second phase, this GBOK document now forms the basis for further consultations with GA member associations and with public relations scholars under the stewardship of Anne Gregory and Johanna Fawkes at the University of Huddersfield. Responding to suggestions of GA-members, they will conceptually explore if the knowledge and behavioural items in public relations can be expanded into a global capabilities framework (with local flexibility) that may serve to raise the standards of public relations in the years to come.

A full report will summarize the progress made in the first phase and provides an outlook on the second phase. Both phases of the project will also be presented at the Association Workshop 2016 and the World Public Relations Forum 2016 in Toronto.

### 4. COMM PRIX Awards

This initiative addresses Global Alliance's mission to raise the public relations professional standards and share knowledge all over the world.

The Global Alliance launched its COMM PRIX Awards in 2013.



The program was slightly revised in October 2015. At the Global Alliance, we believe that strengthening relationships is the significant difference our profession makes. And, because of what our profession contributes, COMM PRIX 2016 celebrates the impact of public relations and communications on an organization's relationships with essential stakeholders.

Ten COMM PRIX winners – including academic case studies - will be honored at the 2016 World Public Relations Forum in Toronto. They will be invited to present their work during the Forum, allowing their peers from around the world to listen to, and question, the global 'best of the relationship excellence'.

For more information, see [www.globalalliancepr.org/comm-prix-awards/](http://www.globalalliancepr.org/comm-prix-awards/)

### 5. Association Workshop

Every year the Global Alliance for Public Relations and Communication Management organizes an Association Workshop, a free event for member associations where developments and common strategic issues for GA members are explored.

In 2015 the Association Workshop took place 26-27 June in Milan, Italy, and 25 associations and institutions from all over the world participated. The first day of the workshop focused on the 'Global Body of Knowledge'. The second day included GA sessions on the Code of Ethics and the WPRF

2014 legacy output, as well as the presentation “PR in the Age of the Robot” by Alastair McCapra, CIPR.

This year the GA Association Workshop will take place on Saturday 28 May 2016, immediately prior to the World Public Relations Forum.. The participants will start off continuing the work on capabilities framework and will then focus on the main topic for the workshop, which is association sustainability and development. This will include membership recruitment and retention, member and volunteer engagement and financial sustainability. The workshop is facilitated by GA member IABC and will also include a best practice case from ProCom, Finland. Around 20 member associations will join the workshop.

## 6. The Global Communications Report

The Global Alliance is proud to present the first ever Global Communications Report under the leadership of the University of Southern California’s Center for Public Relations , and jointly conducted with the Holmes Report, the Institute for Public Relations, the International Association for Measurement and Evaluation of Communication, the PR Council, the Worldcom PR Group, and PRSA.



Members from all over the world responded to the survey and made this a truly global initiative.

The Global Communications Report provides unprecedented insight into the evolution of the global communication industry by analyzing emerging trends in talent, structure, compensation and diversity on both the client and agency sides of our global industry. More importantly, the Report helps those entering the PR industry better understand the skills and traits they will need to be successful in our dynamic profession and across markets.

The detailed results will be presented at the World Public Relations Forum in Toronto.

For more information, visit [www.globalalliancepr.org/global-communications-report/](http://www.globalalliancepr.org/global-communications-report/)

## 7. Small Medium Enterprises - Deliberative Engagement

The Global Alliance has partnered with various European organizations, Universities and enterprises to conduct the project ‘Small Medium Enterprises - Deliberative Engagement (SME - DE)’.

The outcome of the project was presented during the free webinar *engage stakeholders on challenging problems?* on 9 March 2016.



"How to

The project set out to answer a simple question: how can small and medium sized businesses in a number of settings (urban and rural, and in different locations in Europe) be actively engaged in addressing difficult, ‘wicked’ long-term business sustainability issues such as those associated with climate change?

Deliberative engagement, allied to a proper understanding of organisational and contextual factors, has the potential to facilitate collaborative problem-solving amongst SMEs and their intermediaries in addressing ‘wicked’ problems. This includes sustaining that collaboration through the development of on-going SME networks. Because of its creative and discursive nature, deliberative engagement allows people and organisations to explore issues holistically and create bottom-up solutions to difficult challenges. SMEs and their intermediaries are interested in engaging on business sustainability issues, given a well-designed process with the right focus.

To visit the SME – DE website: [www.sme-engagement.eu](http://www.sme-engagement.eu)  
For information regarding the webinar, please click [here](#).

## 8. Membership and external communication

In 2015 the **executive center of the GA** revamped its communication strategy and platforms: a redesigned website went live in March 2016 together with a blog and a new email marketing platform.

The site’s homepage, [www.globalalliancepr.org](http://www.globalalliancepr.org), has an improved structure, with sections dedicated to members to promote activities and events. Furthermore, featured content will help share knowledge and raise standards across the world.

A [Video channel](#) has also been launched on the Vimeo platform and two videos highlighting [what the Global Alliance is about](#) and [why become a member](#) have been produced. Further videos are being developed and will be uploaded in 2016.

### Metrics 2015



Website: [www.globalalliancepr.org](http://www.globalalliancepr.org)  
Blog: <http://www.globalalliancepr.org/news/>  
Social media: [LinkedIn](#), [Twitter](#), [Facebook](#)

## 9. Knowledge management

Global Alliance member associations can continue to benefit from major ongoing projects..

The **Toolkit for smaller associations** supports small and emerging associations in launching their organisations. A toolkit collection with PowerPoint templates is now provided by Global Alliance. It

will help and inspire small associations to create membership value with communication goals, strategies and brand promises.

The following templates are provided:

- **Business Strategy** – a template including business goals, current market, vision and mission, offering and brand promise. The document highlights the importance of long-term goals and high functioning internal and external communication in order to achieve high credibility.
- **Communication Strategy** – including strategy, target groups and communication goals. The document focuses on how to identify words and qualities that describe the brand and what the organisation stands for. Examples of strategies and key messages are also provided.
- **Member Strategy** – a template including both swot analysis and pest analysis, and how to create membership value by defining goals, strategies and resources.

The [Global Alliance Code of Ethics](#) adopted in 2003, is one of the Global Alliance's seminal global collaborations. Each member organization has to endorse it as a condition of membership. Promotion of ethics as a core value of the profession remains at the center of Global Alliance advocacy efforts.

The [Global Alliance PR Country Landscapes](#) provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

## 10. Links with academia

### Scholarships

The Global Alliance annually offers a limited number of scholarships to Executive Master of Science in Communications (EMScM) applicants living and working outside of Switzerland.

For more information: [www.emscom.usi.ch](http://www.emscom.usi.ch)

### Research Colloquium

The Research Colloquium is part of every World Public Relations Forum. In 2016 researchers, educators, students and academic thought-leaders from around the globe will gather to participate in a full day of discussions and peer-reviewed paper presentations around the main theme "*Communication Across Cultures*".

## 11. Global Alliance outreach to multilateral institutions/global society

The Global Alliance works with a number of highly influential multilateral institutions. The Global Alliance believes that public relations principles of dialogue, mutual understanding and cooperation are scalable not only for organizations but also between and among nations and societies.

Global Alliance has undertaken communication [initiatives with the United Nations](#), where it is a registered non-governmental organization (NGO) with a concentration with the UN Global Compact and with the World Bank, where it has collaborated in the Bank's "Communication for Development" program.

## 12. Global Alliance partners

The Global Alliance expresses its gratitude to its partners who contributed in-kind and/or financially to support the Global Alliance's mission.

Global Alliance's partners in 2015 were:

- USI, Università della Svizzera italiana
- PRNewswire
- Peter Lang

## Treasurer's report

Year over year expenses for the Global Alliance were remarkable similar, with 2014 ending the year at CHF 133,665.16 compared with CHF 133,735.54 for financial year 2015.

Details show personnel costs increased by 9.4% from CHF 95,434.40 to CHF 101,255.78, while other general expenses (Board meetings, marketing) contracted by 47% from CHF 8,906.09 to CHF 4,190.71.

While expenses remained relatively flat, total income more than doubled from CHF 69,038.02 to CHF 151,449.73. Major positive variances are found in sponsorships (a 65% increase), WPRF (CHF 71,500 vs. 0) and the European Lifelong Learning Project (CHF 18,700 vs 0). Although membership dues showed a 13% year over year negative variance, the other revenue changes more than offset that shortfall.

The bottom line improvement from 2014 to 2015 shows a positive swing of CHF 82,341, moving from a net operating loss in 2014 of CHF 64,627 to a positive operating surplus of CHF 17,714. This amount, added to the budget contribution of CHF 10,000, brings the GA fund balance to a total of CHF 139,316. This represents 113% of the 2015 GA total operating expense or about 13.5 months of operating expense on hand in reserve.

While the year-over year comparison is positive and the GA financial reserves have been strengthened, there are a couple of areas that warrant concern and attention. First, is GA's obvious reliance on a positive outcome from the WPRF. This is not uncommon for membership organizations; however it does point to the importance of developing other revenue streams.

Second is the year over year reduction in dues revenue. A drop of 13% probably warrants a closer look at the value proposition and membership recruitment and retention strategy. If membership expansion in number of organizations is not likely to occur, it may be left to those organizations currently in the Global Alliance to increase their levels of support.

Finally, sponsorships enjoyed significant rebound and this is probably due in part to the WPRF Conference. Yet another indication of the organization's dependence on a strong annual event.

Joseph P. Truncale  
2015-2016 Treasurer  
Global Alliance for Public Relations and Communications Management

May 17, 2016



## Financial statement 2015

| <b>Expenditure 2015</b>                              | <b>2015</b>       | <b>2014</b>       |
|--|-------------------|-------------------|
|  | <b>CHF</b>        | <b>CHF</b>        |
| Global Alliance Center personnel costs               | 101'255.78        | 95'434.40         |
| General business expense:                            |                   |                   |
| - Stationary and prints                              | 83.00             | 0.00              |
| - Furniture, machinery                               | 3'943.87          | 1'081.73          |
| - GA Awards  | 2'755.38          | 5'909.07          |
| - Expense refund                                     | 2'369.65          | 1'467.38          |
| - Third party services                               | 922.61            | 3'018.29          |
| - Other general expenses (Board meetings, marketing) | 4'190.71          | 8'906.09          |
| - Financial fees                                     | 8'214.54          | 7'848.20          |
| <b>Total business expense</b>                        | <b>123'735.54</b> | <b>123'665.16</b> |
| <b>Contribution to net assets</b>                    | <b>10'000.00</b>  | <b>10'000.00</b>  |
| <b>Total expenditure</b>                             | <b>133'735.54</b> | <b>133'665.16</b> |
| <b>Income 2015</b>                                   | <b>2015</b>       | <b>2014</b>       |
|  | <b>CHF</b>        | <b>CHF</b>        |
| Membership fees                                      | 31'551.30         | 36'146.23         |
| Advertising  | 3'000.00          | 4'154.00          |
| Sponsorship  | 26'300.00         | 17'017.28         |
| WPRF   | 71'530.99         | 0.00              |
| Global Alliance Awards                               | 350.00            | 11'680.91         |
| Special contributions                                | 0.00              | 39.60             |
| European Lifelong Learning Project                   | 18'717.44         | 0.00              |
| <b>Total Income</b>                                  | <b>151'449.73</b> | <b>69'038.02</b>  |
| <b>Balance 2015</b>                                  | <b>2015</b>       | <b>2014</b>       |
| <b>Balance 2015</b>                                  | <b>17'714.19</b>  | <b>-64'627.14</b> |
| Carried over from 2014                               | 111'602.57        | 114'229.71        |
| Contribution to net assets                           | 10'000.00         | 10'000.00         |
| WPRF (advance payment of sponsorship fees)           | 0.00              | 52'000.00         |
| <b>Balance carried forward to 2016</b>               | <b>139'316.76</b> | <b>111'602.57</b> |

Joseph P. Truncala  
 2015-2016 Treasurer  
 Global Alliance for Public Relations and Communication Management

# Auditor's report



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## **Report of the statutory auditor on the limited statutory examination to the members of Global Alliance for Public Relations and Communication Management**

As statutory auditor, we have examined the financial statements (balance sheet, income statement) of **Global Alliance for Public Relations and Communication Management** for the financial year ended 31.12.2015.

These financial statements are the responsibility of the management. Our responsibility is to perform a limited statutory examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of company personnel and analytical procedures as well as detailed tests of company documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited statutory examination, nothing has come to our attention that causes us to believe that the financial statements and the proposed appropriation of available earnings do not comply with Swiss law and the company's articles of incorporation.

Lugano, 12 May 2016

Fidemini Sagl

Lavinia Sergi-Indemini  
Licensed Audit Expert



The Global Alliance leadership is always interested in receiving suggestions for additional service to the global public relations community.

For suggestions and discussion, please contact:

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