



## ■ THE FOURTEENTH ANNUAL GENERAL MEETING

Saturday 28 May 2016, 5.30 – 6.15 pm, Toronto

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### ■ Attendees

#### GA Board

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Gregor Halff - GH, Chair (IPRS - Institute of Public Relations of Singapore, SG)  
José Manuel Velasco – JMV, Chair-Elect (Dircom - Communication Directors Association, ES)  
Anne Gregory - AG, Immediate Past Chair (CIPR- Chartered Institute of Public Relations, UK)  
Joseph Truncale – JT, Treasurer (PRSA - Public Relations Society of America, USA)  
Therese Manus - TM, Secretary (NCA - Norwegian Communication Association, NO)  
Fiona Cassidy - FC, (PRINZ - Public Relations Institute New Zealand, NZ)  
Mateus Furlanetto - MF, (ABERJE - Brazilian Association of Business Communication, BR)  
Prita Kemal Gani - PKG, (PERHUMAS - Public Relations Association of Indonesia, ID)  
Cecilia Schon Jansson - CSJ, (SACP - Swedish Association for Communication Professionals)  
Rotimi Oladele - RO, (NIPR – Nigerian Institute of Public Relations, NG)  
Kentice Tikolo - KT, (PRSK - Public Relations Society of Kenya, KE)

#### GA Delegates

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Prita Kemal Gani, PERHUMAS, Indonesia  
Tato Carbonaro, ABERJE, Brazil  
Paula Portugal Mendes, APCE Portugal  
Tina McCorkindale, Institute of Public Relations, USA  
Francisco Aylwin, FCCO, Chile  
Annette Martell, IABC, Canada  
Alex Malouf, MEPRA, Middle East  
Suzanne Rouden-Schmidlin, PR SUISSE, Switzerland  
Katarina Ljungdahl, SACP, Sweden  
Minna-Liisa Nurmilaakso, PROCOM, Finland  
Elaine Koller, PRINZ, New Zealand  
Vilma Luoma-aho, PROCOM, Finland  
Wayne Knorr, CPRS, Canada  
Nils Petter Strommen, NCA, Norway  
Karen Dalton, CPRS, Canada

#### Represented by Proxy

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CPRA - Croatian Public Relations Association  
Dircom - Communication Directors Association, Spain  
NIPR – Nigerian Institute of Public Relations  
PRSK - Public Relations Society of Kenya

#### GA Executive Center

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Elena Bernasconi, Chief Administrative Officer, Switzerland

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## Apology for absence

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Alejandra Brandolini - AB, (CPRPA - Professional Council of Public Relations of Argentina, AR)  
 Mark Schumann - MS, (IABC - International Association of Business Communicators, USA)  
 Jerry Swerling - JS, (USC - University of Southern California, USA)

## ■ Meeting Minutes

### 1. To receive apologies for absence

(See page 2)

### 2. To receive the notes of the Annual General Meeting held on 26 June 2015 in Milan

GH presented the 2015 AGM minutes for approval (see attached document).

#### Action:

A motion was proposed by AG of CIPR and JMV of DIRCOM to accept the 2015 AGM minutes.  
 The motion passed with no objections.

### 3. To receive the report of the Chairman/Annual Report

GH underlined how the GA searches for standards that unite the profession, while identifying the diversity among the many ways in which public relations and communication management are practiced and taught.

GH also reported about a number of projects which came to fruition during his first year as GA Chair:

- A very successful **World Conference on Public Relations in Emerging Economies** took place in Nairobi, Kenya in November 2015. The three-day event hosted by the Public Relations Society of Kenya, saw the participation of around 500 delegates, who explored how public relations can drive innovation and bring broad benefits to emerging economies.
- The first phase of the **Global Capabilities Framework Project**, a multi-year supported by a mandate given by GA members at the Annual General Meeting 2014, concluded with a compilation of the current most prevalent knowledge and behavioural items. In the second phase the project team will explore if the knowledge and behavioral 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.
- Great care and work has been put into the preparation of the very successful 9<sup>th</sup> edition of the **World Public Relations Forum**, co-hosted by the Canadian Public Relations Society in Toronto, which saw the participation of around 600 delegates debating the theme "Communication across cultures".
- The GA collaborated on the first **Global Communications Report**, driven by the University of Southern California's Center for Public Relations, launched beginning of 2016 and presented at the World Public Relations Forum 2016 in Toronto.
- The third edition of the **COMM PRIX Awards** was launched in 2015 and the winner was celebrated in Toronto at the World Public Relations Forum.
- 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 Capabilities Framework". 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. The Association Workshop was hosted by FERPI the Italian Federation of Public Relations.

- 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.

To conclude, GH publicly thanked members, volunteers of the board and the staff for their contributions to the GA and for this journey together.

The results of this successful year are shown in the Annual Report 2015.

**Action**

A motion was proposed by Tina McCorkindale of IPR and seconded by Jean Valin of CPRS to adopt the Annual Report 2015. The motion passed with no objections.

**4. Nominating Committee Report**

AG presented the proposed 2015-2016 slate of officers/board positions (see document attached).

**Action**

A motion was proposed by Karen Dalton of CPRS and seconded by JMV of DIRCOM to accept the slate of officer/board positions. The motion passed with no objections.

**5. Receive the report of the Treasurer**

JT presented the 2015 financial report (see financial section of annual report in attachment).

**Action**

A motion was proposed by TM of NCA and seconded by Tina McCorkindale of IPR to accept the financial report 2014. The motion passed with no objections.

**6. Consider any other notified business**

Nothing to consider.