



# Annual Report 2017

April 2018

Global Alliance for Public Relations  
and Communication Management

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

c/o USI Università della Svizzera Italiana • via Giuseppe Buffi 13 • CH-6900 Lugano • Switzerland  
phone +41 58 666 47 72 • fax +41 58 666 46 47  
[info@globalalliancepr.org](mailto:info@globalalliancepr.org) • [www.globalalliancepr.org](http://www.globalalliancepr.org)

## Highlights of 2017/2018

### Letter from the Global Alliance Chair



#### **WE GROW IN ALLIANCE**

In the year that has elapsed since the previous general assembly, held in June 2017 in New York, the Global Alliance for Public Relations and Communication Management has tried to live up to its name: behave as a great alliance whose main mission is "to elevate" our profession.

The policy of the alliance is expressed in four aspects: our partners, the projects we promote, the leadership in the field of ethics and the community that forms the communication industry.

#### **More members, more global**

Since June of last year, new members have joined the Global Alliance: APRA – African Public Relations Association (Africa), Asociación de Relacionistas Profesionales de Puerto Rico (Puerto Rico), Corporate Excellence (Spain), ESIC Business and Marketing School (Spain), European Institute of Communications (Belgium/Ireland), Universidad Casa Grande (Ecuador), The Indonesia Public Relations Certification Agency (Indonesia) and Trinity Business School (Ireland). The common denominator of such incorporations is the desire to share knowledge and thus go beyond national borders, which have been scarce for a profession that can only be global.

Many of our members met at the two most important events: the ASEAN PR Conference and the World Public Relations Forum in Oslo. To celebrate the ASEAN's 50th Anniversary, ASEAN PR Network and the Global Alliance of Public Relations and Communications Management hosted the ASEAN PR Conference. This was Asia's first-ever public relations conference on a global scale, and took place in Bali on September 20 to 23, 2017. With the topic "Communicating ASEAN's Global Competitiveness," the conference put together a road map on how PR and communications could help ASEAN generate better recognition among the global and regional communities of nations. The 3-day conference brought together 36 major figures across from across the region, including Indonesia, Singapore, China, Thailand, Malaysia, Philippines, Vietnam and Australia.

At the World Public Relations Forum, hosted in Oslo by the Norwegian Communication Association, the Global Alliance will announce the next event, to be organized by the Public Relations Institute of New Zealand (PRINZ) in 2020 in Auckland.

The Global Alliance brings together national associations and academic institutions from all five continents, although it seems obvious that Asia and Africa should contribute with new members given not only their population growth, but also the development of the public relations industry in their respective geographical areas.

From this report I invite all members and partners to participate in the activities of the federation even more and to propose new initiatives that strengthen our movement and contribute to the advancement and reputation of our profession.

### **New projects**

The World Public Relations Forum in Oslo will be the setting for the launch of the results of the Global Capabilities Framework, the most strategic ongoing project of the federation. Under the leadership of University of Huddersfield professors, Anne Gregory, former chair of the Global Alliance, and Johanna Fawkes, have defined the capabilities that a senior professional should have to exercise public relations.

I acknowledge and thank the commitment of the University of Huddersfield and the work done by the nine regional groups that has allowed the capabilities of particularities and cultures to be adapted for other geographies. With this project we will make a clear and direct delivery of our mission, giving our partners a frame of reference so that they can continue to develop the profession in coherence with the challenges and demands that they are currently facing.

We have also launched the update of the Melbourne Mandate, in order to design a reference model for communication management. The first stage is to develop an inventory of international research and resources on the future of public relations and communication management, with particular regard to recent publications by GA member organizations. In the coming months a period of consultations with partners will be opened, in order to take advantage of the potential of the federation and produce a document that brings together as many opinions, perspectives and geographies as possible.

### **Global debate on ethics**

One of the milestones of the year was the celebration of a world summit on ethics in Public Relations in Madrid. The leadership of the Global Alliance gathered the main professional associations of the sector to explore possible enhancements to their codes of ethics that, as a whole, guide hundreds of thousands of professionals around the world.

Participants in this global discussion on codes of ethics agreed to explore ways to enhance and raise public relations' reputation as the guardian of trust through the enhancement of codes of ethics and an agreement on an overarching set of principles to guide the profession. Through a collaborative effort, participants agreed to work on raising the standards for the public relations profession on a global scale and recognize the need to launch a campaign around the importance of a trustworthy practice of public relations while also examining current codes.

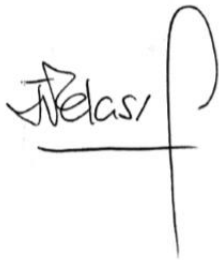
A task force from the organizations involved is doing a detailed examination of the building blocks that currently exist in how practitioners should practice public relations. We believe there is value in having a single set of principles and behaviors that everyone can promote. This will not replace existing individual association codes but will provide an agreement on an overarching set of principles.

### **A community at the service of the profession**

The mission of the Global Alliance is to unify the public relations profession, to raise its professional standards all over the world, to share knowledge for the benefit of our members and to be the global voice for public relations in the public interest. We serve our mission through our partners, but also our allies.

To this goal, we have expanded our community by signing alliances with UNICEO, FEIEA and EUPRERA. We share our goal of giving value and improving the profession with these organizations. We approach communication from a holistic perspective, in which the most important factor is the purpose we share.

All the activity of the Global Alliance is led by a board integrated by volunteers. I want to thank the members of the current board for their dedication, effort and commitment to the profession. Their generous contribution is the best proof that this profession goes beyond the defense of its function: this profession not only has to dream of a better world, but to contribute to it by managing conversations in which the raw material is the truth and relations are presided over by reciprocity and balance.

A handwritten signature in black ink, appearing to read 'J. Velasco', with a large, stylized flourish extending upwards and to the right.

**José M. Velasco**

**Chair of the Global Alliance for Public Relations and Communication Management**

## Table of contents

The Global Alliance at a glance .....	6
Organisation .....	7
Members in good standing 2018.....	8
Work by the Global Alliance .....	9
1. World Public Relations Forum (WPRF).....	10
2. ASEAN Public Relations Regional Conference(APRC) .....	10
3. Global Capabilities Framework.....	11
4. Global Debate on Ethics.....	12
5. The Global Communications Report.....	13
6. Association Leader’s Workshop.....	14
7. Learning Management System.....	15
8. Research Colloquium.....	14
9. Global Alliance partners.....	15
Treasurer’s Report.....	16
Financial statement 2017.....	17
Auditor’s report .....	18

## 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, 2017/18

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 2017, the Board included representatives from 10 countries.

Position	Incumbent	Country	Association
Chair	José Manuel Velasco	Spain	DIRCOM
Immediate Past Chair	Gregor Halff	Singapore	IPRS
Treasurer	Joseph Truncale	USA	PRSA
Secretary	Therese Manus	Norway	NCA
Chief Administrative Officer	Mateus Furlanetto	Brazil	GA
Board Member	Cecilia Schon - Jansson	Sweden	SAC
Board Member	Fiona Cassidy	New Zealand	PRINZ
Board Member	Justin Green	Ireland	PRII
Board Member	Paula Portugal Mendes	Portugal	APCE
Board Member	Prita Kemal Gani	Indonesia	APRN
Board Member	Tina McCorkindale	USA	IPR
Board Member	Tato Carbonaro	Brazil	ABERJE

### Global Alliance Chairs since inception:

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

### Global Alliance Center:

Mateus Furlanetto, Chief Administrative Officer

## Members in good standing 2017-18

17PR.COM	17PR.COM	China
ABERJE	Brazilian Association for Business Communication	Brazil
APCE	Portuguese Association for Corporate Communication	Portugal
APRA	African Public Relations Association	AFRICA
APRN	Asean Public Relations Network	ASEAN
ARPPR	Puerto Rico Public Relations Professionals Association	Puerto Rico
CIPR	Chartered Institute of Public Relations	United Kingdom
CPRPA	Professional Council of Public Relations of Argentina	Argentina
CPRS	Canadian Public Relations Society	Canada
CE	Corporate Excellence	Spain
DIRCOM	Asociación de Directivos de Comunicación	Spain
DPRG	German Public Relations Association	Germany
DUOC UC	Fundaciòn Instituto Profesional Duoc UC	Chile
EPRA	Estonian Public Relations Association	Estonia
ESIC	ESIC Business and Marketing School	Spain
FERPI	Italian Federation of Public Relations	Italy
FOCCO	Chilean Association of Corporate Communication	Chile
FUNDACOM	Fundación para el impulso de la comunicación en español y portugués para el mundo	Ibero America
HC	.HARBOURCLUB.	Switzerland
HUOJ	Croatian Public Relations Association	Croatia
IABC	International Association of Business Communicators	USA
IPR	Institute for Public Relations	USA
IPRM	Institute of Public Relations Malaysia	Malaysia
IPRS	Institute of Public Relations of Singapore	Singapore
LPRSA	Lithuanian Public Relations Specialists' Association	Lithuania
LSPPRI	The Indonesia Public Relations Certification Agency	Indonesia
MEPRA	Middle East Public Relations Association	Middle East
NCA	Norwegian Communication Association	Norway
NEWHOUSE	The Newhouse School of Public Communication, Syracuse	USA
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
SCA	Swedish Communication Association	Sweden
SPRI	Swiss Public Relations Institute	Switzerland



SPRV	Swiss Public Relations Association	Switzerland
TBS	Trinity Business School	Ireland
UCJC	Universidad Camilo José Cela	Spain
UCG	Universidad Casa Grande	Ecuador
UFL	University of Florida, College of Journalism and Communication	USA
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 **10th edition of the World Public Relations Forum** will be held on April 22-24, 2018 in Oslo, Norway, on the theme **Value! Communication's impact in a digital and ever-changing world** and will be hosted by the **Norwegian Communication Association (NCA)**.

The WPRF is one of the largest assemblies of public relations and communication professionals from around the world, and a unique opportunity to gather over 500 professionals with academics, producing important outcomes for the advancement of the profession.

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.



**Norway**  
**April 22-24**  
**2018**

### 2. ASEAN Public Relations Regional Conference

Global Alliance for the first time held its first regional conference in South East Asian region as apart from China and India, the ASEAN region is now the world's most favorite destination for trade, tourism and investment. This conference in 2017 marked the 50th anniversary of ASEAN of its foundation, it was very timely for GA to be present in the region as they celebrate the golden year of harmonization.

The ASEAN Public Relations Regional Conference (APRC) was hosted by the ASEAN PR Network (APRN) in the famous island of Bali in Indonesia. APRN is a GA member which is based in Jakarta, Indonesia.

The conference had "Communicating ASEAN's Global Competitiveness" as the main theme. The programme included a number of pre-conference events designed to provide important opportunities for networking and professional development. A call for abstract and a workshop on academic paper was also held during the conference.

The conference was held on 20-22 September 2017 at Trans Resort Bali.



### 3. Global Capabilities Framework

The launch of the Global Capabilities Framework at the World Public Relations Forum in Oslo 2018 is one of the Global Alliance’s most significant landmarks in recent years.

As the profession continues to globalise, national associations have been asking for a common framework which allows practitioners to understand the requirements of practice around the world and establish the capabilities needed for the profession to fulfil its potential.

In response to this challenge, over the last two years academic partners in nine countries (Sweden, Spain, Argentina, Canada, US, South Africa, Singapore, Australia and UK), across six continents and led by researchers from the University of Huddersfield, have been working with their national associations to create the Framework. Academics, practitioners and employers have all contributed to the research and the result is something of real practical value to Global Alliance’s affiliated professional bodies and their members. It is relevant now, reflects cultural and regional variations and is forward looking in its approach. Eleven capabilities have been agreed as being appropriate worldwide and they are as follows:

<p><b>“”</b></p> <p><b>Communication Capabilities</b></p> <ul style="list-style-type: none"> <li>• To align communication strategies with organisational purpose and values</li> <li>• To identify and address communication problems proactively</li> <li>• To conduct formative and evaluative research to underpin communication strategies and tactics</li> <li>• To communicate effectively across a full range of platforms and technologies.</li> </ul>	<p><b>🏢</b></p> <p><b>Organisational Capabilities</b></p> <ul style="list-style-type: none"> <li>• To facilitate relationships and build trust with internal and external stakeholders and communities</li> <li>• To build and enhance organisational reputation</li> <li>• To provide contextual intelligence.</li> </ul>	<p><b>🧠</b></p> <p><b>Professional Capabilities</b> (those expected of any professional)</p> <ul style="list-style-type: none"> <li>• To provide valued counsel and be a trusted advisor</li> <li>• To offer organisational leadership</li> <li>• To work within an ethical framework on behalf of the organisation, in line with professional and societal expectations</li> <li>• To develop self and others, including continuing professional learning.</li> </ul>
--	--	--

The full Global Capability Framework with the sub-capabilities that underpin the man ones given above is available at [www.globalalliancepr.com](http://www.globalalliancepr.com) .

#### 4. Global debate on ethics

The world summit on ethics in Public Relations was held in Madrid on February 1, 2018. Representatives from several leading PR associations agreed to create a task force, led by GA's past chair Jean Valin, will work together to explore common set of principles. The GA Code of Ethics will be updated and refreshed with new practical resources and case studies.



#### 5. The Global Communications Report



The Global Communications Report is produced annually by the USC Annenberg Center for Public Relations, in conjunction this year with Edelman, The Holmes Report, Worldcom Public Relations Group, Arthur W. Page Society, Global Alliance for Public Relations and Communications Management, International Association for Measurement and Evaluation of Communication, International Communications Consultancy Organization, Institute for Public Relations, MCC Consulting, PRCA, PR Council, PRSA and PRSSA. The survey of 1,000 PR professionals (agency and in-house) is designed to provide insight into the evolution of the global communications industry.

The third edition of the Global Communications Report has just been published in April 2018. GA member associations in all continents responded to the survey with results forecasting the Fake News and Purposeful Distortion of Truth Cited as Biggest Ethical Threats to PR Industry in 2018 Global Communications Report.

The full Global Communication Report can be accessed at GA's website.

## 6. Association Leaders' Workshop



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

At the workshop, the world's public relations and communication management associations gathered to share and discuss best practices around association sustainability and development, such as membership recruitment and retention, member and volunteer engagement and financial sustainability.

In 2017 the GA Association Workshop took place in Bali, Indonesia on September 20, 2017, the day prior to the ASEAN Public Relations Conference. In 2018 it will take place in Oslo, on April 20. The theme for this year is the new communicator's role.

## 7. Learning Management System

All Global Alliance members now have access to the online education provided by our member the Public Relations Society of America (PRSA), including dozens of webinars and certification courses. With a promotional code, all our members can register at the significantly reduced PRSA rate and your association will receive \$50 per online registration.

## 8. Research Colloquium

As the part of the Asean Public Relations Regional Conference, Call for Abstract/Posters were the opportunities for scholars and researchers to present their findings to an audience of professional peers and benefit from their feedback and review. The broad theme of the conference was "Communicating ASEAN's Global Competitiveness" and aimed to stimulate discussion about the position and brand of ASEAN in a globally competitive environment – in theory and practice.

Because so much knowledge is generated by transdisciplinary work, the Research and Practice Colloquium programmed a day prior to WPRF invited speakers from many branches of knowledge. Researchers, educators, students and academic thought-leaders from around the world to submit abstracts to present there.

## 9. Global Alliance partners

The Global Alliance has established partnership in 2018 with UNICEO, FEIEA and EUPRERA.

UNICEO (United Networks of International Corporate Event Organizers) is the only international non-profit association bringing together, senior decision makers responsible for planning and organizing events in leading companies internationally, on a global exchange platform.

Formed in 1955, in Copenhagen, as a non-profit organisation, Federation of European Industrial Editors Associations, FEIEA is now the European Association for Internal Communication, embodying co-operation among the national associations, currently in 9 countries: Austria, Belgium, Denmark, Italy, Portugal, Slovenia, Spain, Switzerland and United Kingdom.

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organization with nearly 500 members from 40 countries interested in advancing academic research and knowledge in strategic communication. Several cross-national and comparative research and education projects are organized by affiliated universities.



## Treasurer's report

### Global Alliance Treasurer's Report FY 2017

Fiscal year 2017 was a year of transition for the Global Alliance. As a result of challenges faced in 2016, it was determined that financial resources needed to be reviewed with an emphasis on reducing expenses wherever possible. Primarily, the focus was on reducing staff overhead and office expense.

While these expense savings were achieved, they were offset by transitional costs; in particular, third party services relating to the reassignment of administrative overhead and part-time staffing.

Year over year revenue (2016/2017) was about the same with dues remaining flat. Realized fees for the World Public Relations Forum helped offset reduction in other revenue areas including awards and special contributions.

Total expenses were up 28K resulting in an annualized operating deficit of 77K.

The Global Alliance began fiscal year 2018 with 17K in net assets and a budget calling an operating surplus of 46K. The majority of this will be realized through modest increases in revenue and significant reductions in operating expenses, made more achievable now that the transitional costs of 2017 are behind us.

Membership development, partnerships and events remain primary revenue sources for the GA. Prudent management will assure that additional resources will be added only as revenue opportunities are realized.

Joseph P. Truncale, Ph.D.  
Treasurer, Global Alliance  
April, 2018

## Global Alliance for Public Relations and Communication Management Financial Statement 2017

### Income Statement

	01.01.2017-31.12.2017	01.01.2016-31.12.2016
	CHF	CHF
<b>Expenditure</b>		
Global Alliance Center Personnel costs	0,00	70 328,90
Freelance	20 572,81	4 000,00
General Business expense:		
-Stationary and prints	425,80	0,00
-Furniture machinery	263,20	2 825,02
-Global Alliance Awards	0,00	2 258,43
-Expense refund	3 736,57	3 511,27
-Third party services	111 997,61	10 666,18
-Other general expenses (Board Meetings, marketing)	2 504,21	18 959,63
-Financial fees	308,70	292,25
<u>Total business expense</u>	<u>139 808,90</u>	<u>112 841,68</u>
<u>Contribution to net assets</u>	<u>0,00</u>	<u>0,00</u>
<u>Total Expenditure</u>	<u>139 808,90</u>	<u>112 841,68</u>
<b>Income</b>		
Membership fees	33 153,91	33 667,60
Advertising	0,00	0,00
Sponsorship	0,00	0,00
Events: WCPREE / APRN	29 909,30	0,00
Global Allinace Awards	0,00	10 464,00
Special contributions	0,00	14 167,87
European Lifelong Learning Project	0,00	6 721,03
<u>Total Income</u>	<u>63 063,21</u>	<u>65 020,50</u>
<u>Change in Net Assets</u>	<u>-76 745,69</u>	<u>-47 821,18</u>



<b>Balance Sheet, December 31 2017</b>	<b>2 017</b>	<b>2 016</b>
	<b>CHF</b>	<b>CHF</b>
<b>Assets</b>		
Current Asset c/o Bank	17 025,49	56 002,30
WCPREE 2015 - deposit	0,00	109 000,00
<b><u>Total Assets</u></b>	<b><u>17 025,49</u></b>	<b><u>165 002,30</u></b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
USI account	0,00	67 229,18
Balance from credit card	25,60	677,54
Accruals and deferred income	2 250,00	5 600,00
<b><u>Total Liabilities</u></b>	<b><u>2 275,60</u></b>	<b><u>73 506,72</u></b>
<b>Net Assets</b>		
Change in Net Assets	-76 745,69	-47 821,18
Carried over from previous year	91 495,58	139 316,76
Contribution to net assets	0,00	0,00
WPRF (advance payment of sponsorship fees)	0,00	0,00
<b><u>Total Net Assets</u></b>	<b><u>14 749,89</u></b>	<b><u>91 495,58</u></b>
<b><u>Total Liabilities and Net Assets</u></b>	<b><u>17 025,49</u></b>	<b><u>165 002,30</u></b>

Notes to the Financial Statement of the Global Alliance for Public Relations  
and Communication Management  
as of 31.12.2017

1. General information

Name: Global Alliance for Public Relations and Communication Management  
 Form: Association  
 Purpose: The Global Alliance for Public Relations and Communication Management is a not-for-profit organization based in Switzerland.  
 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.  
 Company address: Via Giuseppe Buffi, 6900 Lugano TI-CH

2. ACCOUNTING PRINCIPLE

The Financial Statements have been prepared in accordance with the provisions of the Swiss Code of Obligations.

5. INFORMATION AND EXPLANATIONS REGARDING THE FINANCIAL STATEMENTS

3.1 WCPREE 2015 - Deposit

The WCPREE account was an amount of CHF 109'000 that Global Alliance kept as a deposit on its own name. This deposit was related to World Conference on Public Relations in Emerging Economies (WCPREE) in Nairobi and have been paid during 2017 to the organization based on the final balance account of the Conference closed in 2017.

	<u>2016</u>	<u>2017</u>
4. AVERAGE WORKPLACES		
The Association employed during the year an average workplace	1	0

5. SIGNIFICANT EVENTS OCCURRING AFTER THE BALANCE SHEET DATE

None

## Auditor's report



Fidemini Sagl  
Via G.B.Pioda 8  
CP 5598 CH- 6901 Lugano

www.fidemini.ch  
Tel +41 91 921 00 93  
Fax +41 91 971 02 61

### **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 and notes) of **Global Alliance for Public Relations and Communication Management** for the financial year ended 31.12.2017.

These financial statements are the responsibility of the management. Our responsibility is to perform a limited 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 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, 18.04.2018

Fidemini Sagl

Lavinia Sergi-Indemini  
Licensed Audit Expert

## Contact information

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:

José Manuel Velasco, Global Alliance Chair, [jmvelascoguardado@gmail.com](mailto:jmvelascoguardado@gmail.com)

Mateus Furlanetto, Global Alliance Chief Administrative Officer, [mateusfur@uol.com.br](mailto:mateusfur@uol.com.br)

## Global Alliance Center

Global Alliance for Public Relations and Communication Management

c/o USI Università della Svizzera Italiana • via Giuseppe Buffi 13 • CH-6900 Lugano • Switzerland

phone +41 58 666 47 72 • fax +41 58 666 47 39

[info@globalalliancepr.org](mailto:info@globalalliancepr.org) • [www.globalalliancepr.org](http://www.globalalliancepr.org)