



# 2021 The Global PR & Communication Model

A practitioners perspective

The Global PR & Communication Model has been developed in joint collaboration with:




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*“The Global Public Relations & Communication Model is a welcome development in the post-COVID-19 era and the new communication realities. This masterpiece will certainly facilitate improved professionalism by its global membership”*

**Wole Adamolekun**, Ph.D, Senior Lecturer, Department of Mass Communication Elizade University (Nigeria).




*“An excellent global communique for all PR and communication leaders and practitioners. Impressed with block five especially. The year 2020 has (hopefully) positioned intangible assets metrics on par with financial KPIs”*

**Jaffri Amin Osman**, APR, MIPR, FIPR; Managing Director of World Communications Network, Kuala Lumpur, Malaysia; Vice President of Institute of Public Relations Malaysia (IPRM) (Malaysia).




*“A useful tool for PR & Comms professionals allowing them to reflect, analyze, step back and make good decisions”*

**Silvia Arto**, Global Head of BNP Paribas Retail Banking & Services Communications (France).




*“IABC’s vision is a communication professional at the heart of every organization. The Global PR and Communications Model provides a framework to help realize that goal, at a time when communication professionals are needed more than ever”*

**Bonnie Caver**, Chair of the Global Board of Directors of the International Association of Business Communicators (IABC) (USA).



*“The Global PR and Communication Model effectively synthesizes much of the most timely and important research on communication theories and structures with guidance for practical application in organizational life. It’s a valuable addition to our profession’s body of knowledge”*

**Anthony D’Angelo**, APR, Fellow PRSA, Professor of Practice, Syracuse University Newhouse School of Public Communications; Co-Chair, Commission on Public Relations Education (USA).



*“The Global Alliance has initiated an important, timely and worldwide discussion on the value of intangible assets and the role of public relations and communication in generating, preserving and growing them.*

*We see a range of crucial research avenues opening up from this conversation including the role of public relations and communication in activating organisational purpose, how the evaluation of public relations and communication has to radically change to measure contribution to these assets and how we need to prepare practitioners both now and into the future for a world in which intangible assets will become even more important”*

**Anne Gregory**, Professor, Chair in Corporate Communication, University of Huddersfield; Past President, Chartered Institute of Public Relations (UK).

**Elena Gutiérrez**, Professor of Corporate Communication at the School of Communication. Director of the research group INCOMIN, University of Navarra (Spain).



*“Finally, a global tool for advancing PR and Strategic Communication has arrived”*

**Peter Mutie**, CEO, Peterson Integrated Communications Ltd; Past President Africa Public Relations Association (Kenya).

*“For a number of years public relations and communications work has turned its attention almost entirely to the management of intangibles, and this will tend to deepen in the future. This is strongly linked to the creation of new narratives, which are the basis for the construction of a new role for the communicator and PR professional at all levels. In this sense, the update and the global connection around a cohesive narrative, as The Global PR & Communication Model does, is fundamental”*

**Paulo Nassar**, President of Aberje – Brazilian Association for Business Communication; Full Professor at School of Communications and Arts, University of São Paulo (ECA-USP) (Brazil).

*“As value chains have become value networks, and intangible assets keep rising in value, public relations and communications have been transformed. For 10 years, the Global Alliance has created a space for the world’s practitioners and academics to redefine the role of the profession and the professional, and The Global PR and Communication Model brings this work together in a simple, powerful way. Building on the GA’s Melbourne Mandate and Global Capabilities Framework, it give us a compass: pointing the way for PR and communication to connect an organization’s purpose with the outcomes that drive business value.”*

**Daniel Tisch Echevarria**, Past Chair, Global Alliance, and co-author of the Melbourne Mandate (Canada).

*“We congratulate the good work of Global Alliance and Corporate Excellence - Centre for Reputation Leadership for creating The Global PR and Communication Model which certainty is useful for the PR professionals around the world to unify their knowledge, skills, capabilities and competencies into global standards”*

**Prita Kemal Gani**, President, Asean Public Relations Networks (Indonesia).

*“The Global Public Relations and Communication Model chronicles the critical role public relations professionals have played in advancing corporate success. It outlines a path forward that is solid and visionary, where communicators are both strategic planners and idea generators. At the same time, it provides excellent guidelines for enhancing public relations education – and an exciting preview for today’s students of the future that awaits them”*

**Judy Phair**, Co-Chair, Commission of Public Relations Education; President, PhairAdvantage Communications, LLC; Past President and CEO Public Relations Society of America (USA).

*“In this time of globalization and digitalization, every individual, country, organizations need to communicate. But how to conduct efficient, accurate communication that in different cultural backgrounds and regions? To make it happen, Global Alliance’s Global PR and Communication Model would be the most ideal reference for all PR practitioners, experts and scholars, and it will be a milestone of world’s PR development and history.”*

**Pamela Yin Xiaodong**, Founder of 17PR.com; Chairperson of Golden Flag Award (China).

# Steering Committee



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