



THE TWENTIETH FIRST ANNUAL GENERAL MEETING

Monday 15 May 2023, 15:00 – 16:00, Lusaka, Zambia

Attendees

The following members in good standing are confirmed as participating in the 2023 AGM:

- 01 - ASEAN Public Relations Network (ASEAN)
- 02 – Puerto Rico Public Relations Association (Puerto Rico)
- 03 - Communication & Enterprise (France)
- 04 - Canadian Public Relations Society (Canada)
- 05 - Institute of Public Relations Malaysia (Malaysia)
- 06 - LSPR Communication & Business Institute (Indonesia)
- 07 - Peterson Integrated Communication Institute (Kenya)
- 08 - Public Relations Institute of Ireland (Ireland)
- 09 - Zambia Institute of Public Relations and Communication (Zambia)
- 10 - Public Relations Institute of New Zealand (New Zealand)
- 11 - Public Relations Society of America (United States of America)
- 12 - Public Relations Global Communication 17PR (China)
- 13 - San Martin des Porres University (Peru)
- 14 - University Liberal Arts Bangladesh (Bangladesh)
- 15 - Elizade University (Nigeria)
- 16 - Indonesia Public Relations Association (Indonesia)
- 17 - Vietnam Public Relations Network (Vietnam)
- 18 - Public Relations Society of the Philippines (Philippines)
- 19 - Corporate Excellence – Centre for Reputation Leadership (Spain)
- 20 - Brazilian Association for Business Communication (Brazil)
- 21 - Newhouse School of Public Communications - Syracuse University (USA)
- 22 - Score - School of Communication and Reputation (India)
- 23 - Promise Foundation for Public Relations (India)
- 24 - European Institute of Communications (Ireland & Belgium)
- 25 - Centre for Strategic Communication Excellence (Australia)
- 26 - The Museum of Public Relations (United States of America)
- 27 - Polish Public Relations Association (Poland)
- 28 - New Narratives Study Group (Brazil)
- 29 - Finish Association of Communication Professionals (Finland)
- 30 - University of Florida (United States of America)
- 31 - Sagrado Corazon University (Puerto Rico)
- 32 - Turkish Public Relations Association (Turkey)

- 33 - Norwegian Communication Association (Norway)
- 34 - Chartered Institute of Public Relations (United Kingdom)
- 35 - Estonia Public Relations Association (Estonia)
- 36 - Swiss Public Relations Association (Switzerland)
- 37 - Sweden Communication Association (Sweden)
- 38 - Italian Federation of Public Relations (Italy)
- 39 - Public Relations Institute of Australia (Australia)
- 40 - German Public Relations Association (Germany)
- 41 - Public Relations Institute of Southern Africa (South Africa)
- 42 - Spanish Association of Communication Directors (Spain)
- 43 - International Association of Business Communicators (United States of America)
- 44 - Portuguese Association of Corporate Communication (Portugal)
- 45 - African Public Relations Association (Nigeria)
- 46 - Amith Prabhu – Board Member (India)
- 47 - Ana Pista – Board Member (Philippines)
- 48 - Ángel Alloza – Board Member (Spain)
- 49 - Béatrice Guay – Board Member (Canada)
- 50 - Bonnie Caver – Board Member (United States of America)
- 51 - Boy Kelana Soebroto – Board Member (Indonesia)
- 52 - Dr. Amybel Sánchez de Walther – Board Member (Peru)
- 53 - Fiona Cassidy – Secretary (New Zealand)
- 54 - Gladys Díaz – Board Member (Puerto Rico)
- 55 - Hamilton dos Santos – Board Member (Brazil)
- 56 - Jaffri Amin Osman – Board Member (Malaysia)
- 57 - José Manoel Velasco – Board Member (Spain)
- 58 - Justin Green – President & CEO (Ireland)
- 59 - Mandy Pearse – Board Member (United Kingdom)
- 60 - Pamela Yin Xiadong – Board Member (China)
- 61 - Paula Portugal Mendes – Board Member (Portugal)
- 62 - Peter Mutie – Board Member (Kenya)
- 63 - Philip T. Bonaventura – Treasurer (United States of America)
- 64 - Silvia Arto – Vice President (France)
- 65 - Kia Haring – Board Member (Finland)

GA Executive Center Officer

Mateus Furlanetto – MF, Chief Administrative Officer (Global Alliance Executive Centre)

■ Meeting Minutes

The President, Justin Green, started the AGM welcoming and thanking everyone for joining this meeting from every part of the world. The Secretary, Fiona Cassidy, commenced the meeting.

Item 1. Apologies for absence, approval of agenda & appoint Returning Officer

The Secretary, Fiona Cassidy, confirmed no apologies for absence were received.

The Secretary noted that as there were 10 members in good standing, present and participating within this Annual General Meeting this meeting had the valid quorum under article 13.6i of the Global Alliance Bylaws. The Secretary proposed a motion to approve firstly the Agenda as issued and secondly as **Philip T. Bonaventura** was not nominated for election, she proposed he be appointed as the Returning Officer, whose mission was to ensure that the electoral process is carried out in accordance with the Bylaws and fulfilling all democratic guarantees.

The motion was seconded by **Peter Mutie** of Peterson Integrated Communication Institution to approve the agenda and appoint **Philip T. Bonaventura** as Returning Officer. **No members against. No member abstentions. Motion was unanimously approved.**

Item 2. Approval of Annual General Meeting held on 21 May 2022

The Secretary presented the 2022 AGM minutes for approval (see attached document).

Action:

A motion was proposed by Fiona Cassidy of Public Relations Institute of New Zealand and seconded by José Manoel Velasco of Spanish Association of Communication Directors to accept the 2022 AGM minutes. **No members against. No member abstentions. Motion was unanimously approved.**

Item 3. Annual Report 2022 and President's highlights

The President Justin Green reported the progress made in the main projects of the GA:

- Global Ethics Month (February) - Thousands of public relations and communication professionals participated from Peru to Finland, Canada to Kenya and New Zealand to Germany in a series of webinars focusing on topics such as Trust in Media during the Covid-19 Pandemic; Ethics in Social Media – a Challenge for Brands; AI, Communications and Ethics; Student and Practitioners Online Conference on Ethics and How Lobbying can Serve Democracy. This programme was led by Ethics & Standards Director Kia Haring (ProCom – Finnish Association of Communication Professionals).
- Global Trends and Communication Transformation Month (March) – As communication professionals, it is important to step back and analyse the main trends impacting the communications industry and how PR professionals are evolving. This year, the world's PR professionals shared their thoughts on key trends transforming our industry and shaking up our old ways of working and thinking. This month-long initiative was led and tracked by Vice President Silvia Arto, (COM- EMT - Communication & Enterprise) and the European Regional Council.
- Education, Training and Development Months (April & May) – Global Alliance hosted and shared free of charge more than €3m worth of education, training and resources to members from experts around

the world. This year's Education, Training and Development Month kicked-off with a global 24-hour marathon of PR & Education videos presented hourly around the clock. Exciting topics on PR and Artificial Intelligence; The Pandemic and Mental Health; Squid Game Impact; Effective Leadership; Trust; Measurement; Ethics in Social Media; ESG and Crisis Management were among the topics presented. This initiative was led by Jaffri Amin Osman, (IPRM – Institute Public Relations Malaysia).

- Diversity, Equality & Inclusion Month (June) - Thanks to the collaboration of Global Alliance members and prestigious third parties, we gathered a total of 100 educational tools, comprised of articles, webinars, and podcasts about an array of relevant topics on diversity, equity and inclusion. It was also a privilege to have the support of 14 Diversity & Inclusion Champions who participated in dialogue sessions for us to benefit from their experiences, perspectives and insights. This work was led by Gladys Díaz (ARPPR – Puerto Rico Public Relations Association).
- Health & Wellbeing Month (September) - Three years with a pandemic that no one could ever imagine would happen, wars, climate change, energy and economic crises have required a tremendous capacity for people and societies to adapt. But, unfortunately and despite that agility, we still suffer from a lack of work-life balance. This initiative was supported by Paula Portugal Mendes, Global Alliance's Membership Services Director (APCE - Portuguese Association of Corporate Communications) and chief editor of Global Alliance's free monthly newsletter.
- World PR & Communications Month (October) – Global Alliance again led the world in celebrating the world public relations and communications profession. Throughout the month, member organisations joined together to showcase and celebrate the critical work being done by public relations and communications professionals across three key areas: Recognition & Celebration, Advocacy and Credibility. This initiative was led by Bonnie Caver (IABC – International Association of Business Communicators).
- Student & Young Practitioner Month (November) - Global Alliance promoted career activities aimed at stirring the hearts and minds of students and young practitioners looking to join the ranks of PR professionals. The main activities were Career World, a career orientation webinar for students aimed at building awareness about PR and the wide range of career opportunities that are available for them and Jobs World, a panel discussion where industry experts shared their experiences while working in PR-related fields like investor relations, media and marketing. This initiative was led by Ana Pista (PSPR - Public Relations Society of the Philippines).
- The Best of Education & Training Month (December) - This was another opportunity for members to upskill and develop their training with free access to a library of over 350 presentations and educational resources - one of many increasing member benefits. These initiatives engaged thousands of communicators who created and shared content, supporting and endorsing it in what has been the largest online engagement in the history of Global Alliance. This success would not have been possible without our Global Alliance CAO Mateus Furlanetto and Jaffri Osman (IPRM - Institute Public Relations Malaysia).
- Academic, Educational and Training Accreditation - Global Alliance's Academic Council oversees our accreditation programme providing global recognition and accreditation of our members' qualifications, training and educational programmes, fulfilling our mission of raising professional standards worldwide. This enables Global Alliance to strengthen public relations standards, ethics, internationalisation and professionalism worldwide, as we are mandated to.
- Regional Councils – Going from strength to strength since they were established less than three years ago as a practical step towards getting closer to our membership, our six Regional Councils are led by the following Chairs: Africa (Peter Mutie, Public Relations Society of Kenya); Asia Pacific (Jaffri Osman, Institute Public Relations Malaysia); Europe (Silvia Arto, Communication & Enterprise); Middle East - South Asia (Amith Prabhu, The Promise Foundation); Latin America (Hamilton dos Santos, Brazilian Association for Business Communication) and North America (Béatrice Guay, Canadian Public Relations

Society).

- This year, Global Alliance had the opportunity to host an in-person board meeting and AGM in Istanbul, Turkey, hosted by Gonca Karakas (Tühid – Turkish Public Relation Association). There was also an opportunity to speak at the APRA Annual Conference in Tanzania in May, and to engage in live events hosted by LSPR Communication and Business Institute in Indonesia; World Communications; ASEAN PR Network; IPRM – Institute Public Relations Malaysia and UiTM University in Malaysia and VNPR Vietnam PR Network and UEH University of Economics Ho Chi Minh City in Vietnam.
- Regional Offices – Global Alliance maintained the six regional offices operating in Nairobi, Kenya (Africa), São Paulo, Brazil (Latin America), Gurugram, India (Middle East-South Asia) Jakarta, Indonesia (Asia), New York, USA (North America), along with our existing head office in Lisbon, Portugal (Europe). Thank you to our local partners and associations whose continued support is greatly appreciated.
- Approaching the Future 2022: Trends in Reputation and Intangible Asset Management - Companies play an increasingly important role in societies, and their evolution, priorities and decisions depend to a large extent on the socio-economic context. Faced with recent crises and uncertainty, citizens are demanding greater involvement, commitment, and social and environmental activism from organizations, and topics such as purpose, reputation and responsible leadership are taking on unprecedented dimensions, forcing companies to integrate them into their business management strategies. This was among the findings of the report Approaching the Future 2022: Trends in Reputation and Intangible Asset Management, produced by Corporate Excellence - Centre for Reputation Leadership, CANVAS Estrategias Sostenibles and Global Alliance for Public Relations and Communication Management.
- Global Alliance Public Relations and Communication Model - The Global Alliance PR and Communications Model was rolled out throughout 2022 and is available free for members to share among their membership. The model defines the roadmap and building blocks of the PR and Communications functions that contribute to the creation of differentiation, reputation, trust and social legitimacy for organizations. The model consolidates the Stockholm Accords and the Melbourne Mandate, and also integrates the Global Alliance Capability Framework. To date, the Model has been shared and presented to over 55,000 public relations and communication practitioners, academics, CEOs and students across the world. The model was led by Dr Ángel Alloza and Dr Clara Fontán from Corporate Excellence - Centre for Reputation Leadership (Spain).
- Global Alliance Capability Framework - Our collaboration with the University of Huddersfield (UK) goes from strength to strength, as witnessed by the continued increase in use by our members across the world over the last 12 months. Free access to the Framework continues into 2024, as a benefit of your Global Alliance membership.
- Corporate Governance & Compliance - To exemplify the highest standards of corporate governance and compliance, we continually review our Bylaws and Policy Documents. A recent review of the Bylaws was undertaken with changes proposed to ensure they continue to be fit for purpose, reflecting the organization's strategic plan and the current anticipated demands of a professional global membership organization. We are continuing to improve our structures, offerings and business model. As a member organization, accountability, transparency and sound corporate governance remain vitally important to us.
- Membership Growth & Financial Stability - Business activities increased substantially during 2022 as evidenced by the number of programmes, funding initiatives, and membership recruitment efforts implemented. As our membership has grown and diversified, so too has the importance of ensuring we operate on a sounder commercial footing so that we can continue to reinvest. Current membership stands at 82, a huge 65% increase since January 2019.

Item 4. Financial Report 2022

Treasurer & Certified Public Accountant, Philip T. Bonaventura presented the Financial Report for 2022:

- Financial Report for the Year Ending December 31, 2022
- As the Global Alliance for Public Relations and Communications Management transitions to a post-Covid era, its financial position remains strong. Member value and satisfaction has been on an upward trajectory for several years and 2022 continued that path with expanded programming and the reintroduction of in-person meetings.

Income Statement:

- Operating results for 2022 reflected a decrease in Total Income from 2021 (38,013 or 73%) because of a decrease in Membership Fees (8,491 or 16%), Sponsorships (15,809 or 54%) and Accreditation Income (7,351 or 24%).
- Expenses also increased 6,361 or 10% from 2021. The most significant increases occurred in Support Funding Expense Refund (11,500) and Expenses Refund (4,585 or 290%). Both expense categories were related to travel to the various Global Alliance meetings and increased programs and the Support Funding Expense Refund was offset by the generous sponsorship previously received by Global Alliance specifically to support these expenses. The primary expense reductions were for Third-party Services (4,793 or 25%) which reflects operating efficiencies with increased programming in a predominantly virtual environment, and Other General Expenses (4,268 or 66%). Other expenses saw relatively small variances as compared to 2021.
- The net result was an operating surplus of 13,942 which was 38,013 or 73% lower than 2021, and it greatly exceeded the budget expectations.

Balance Sheet:

- Total Net Assets increased by the total operating surplus generated in 2022 of 13,942, resulting in a Net Asset Balance of 135,217. This represents 200% of the 2022 budgeted operating expenses or 24 months of expenses in liquid reserves, which exceeds the industry benchmark of 50% or six months of operating expenses in reserves.

A Report of the statutory auditor who had examined the financial statements (balance sheet, income statements and notes) was made in accordance with the Swiss Law.

Action:

A motion was proposed by Philip T. Bonaventura of Public Relations Society of America and seconded by Paula Portugal Mendes of Portuguese Association of Corporate Communication to accept the financial report 2022. **No members against. No member abstentions. Motion was unanimously approved.**

Item 5. Amendments of the bylaws as proposed by GA Executive Board

The Executive Board of Global Alliance were proposing six resolutions to update and amend the Bylaws in accordance with Switzerland Civil Code.

The purpose of proposed changes namely: to increase the representation from more countries on the board; to be more inclusive by allowing all membership category to be represented at Board level; to be in compliance of governance practices and transparency; and to standardize and correct any anomalies within text for consistency.

Global Alliance for Public Relations and Communication Management

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Proposed resolutions on behalf of the Executive Board by Justin Green, President & CEO and Fiona Cassidy, Secretary.

Motion One – To increase from two to four Delegate-at-Large from any of the membership categories.

Motion Two – To increase from two to four Delegate-at-Large representing Academic and Research Organisations.

Motion Three – To increase from eight to ten the Regional Delegates-at-Large.

Motion Four – To include “and/or individuals” on the membership category: Associate Members and to remove “Associate Members are not eligible to be nominated to an Executive Board position”.

Motion Five – To include the CEO – Chief Executive Officer position on the ruling bodies of the organisation.

Motion Six – To standardise and correct any anomalies within text.

The following proposed Motion Seven has been received on behalf of African Public Relations Association, Elizade University, the European Institute, Peterson Integrated Communications and supported by Justin Green President and CEO of Global Alliance.

Motion Seven – To increase from eight to nine the maximum number of continuous years that an individual Executive Board member can serve on the Global Alliance Board.

Action:

Voting results of the General Assembly 2023

For Motions One, Two and Three: **No members against. Three member abstentions. 62 members approved.**

Outcome: Motions were overwhelmingly approved.

For Motion Four: **No members against. Four member abstentions. 61 members approved.**

Outcome: Motion was overwhelmingly approved.

For Motion Five: **One member against. Two member abstentions. 62 members approved.**

Outcome: Motion was overwhelmingly approved.

For Motion Six: **One member against. One member abstentions. 63 members approved.**

Outcome: Motion was overwhelmingly approved.

For Motion Seven: **No member against. Three members abstentions. 62 members approved.**

Outcome: Motion was overwhelmingly approved.

Item 6. Nominating committee report and election of board members

The Chair of the Nominating Committee, José Manuel Velasco, presented the report:

In full compliance with Global Alliance Bylaws Article 14.2 and Policy 2 - Board Director Nominations & Nomination Committee, the Board appointed the Nomination Committee at their Board meeting of 6th

December 2022.

The Nomination Committee was chaired by José Manuel Velasco and composed of Philip T. Bonaventura, Pamela Yin Xiaodong and Amith Prabhu.

The call for nominations for available positions on the 2022/23 Board was announced and made public on 16th January 2023 with a closing date of 28th February 2023.

There were 16 Board members stepping down on June 30th, of which 15 were seeking re-election.

A list of 24 nominees seeking election for 22 positions was published in advance and reflected on Election Form issued to representative member or their appointed Proxy representative.

Members voted by an Election Form.

Action:

The Boards returning officer, Philip T. Bonaventura, announced the elected nominees by the members of the AGM to the Board for 2023/24 listed below:

Position/ Term	Nominee	Member Affiliation
President (June 30, 2025)	Justin Green	Public Relations Institute of Ireland PRII (Ireland), European Institute of Communication (Ireland/Belgium), Peterson Institute (Kenya) and Elizade University (Nigeria)
Vice-President (June 30, 2025)	Silvia Arto	Communication & Entreprise Com-Ent (France)
Secretary (June 30, 2025)	Béatrice Guay	Canadian Public Relations Society CPRS (Canada)
Delegate at Large Academic/Research (To June 30, 2025)	Dr. Amybel Sanchez de Walther	Universidad San Martín de Porres USMP (Peru)
Delegate at Large Academic/Research (To June 30, 2025)	Prof. Jude Genilo	University Liberal Arts Bangladesh ULAB (Bangladesh)
Delegate at Large Academic/Research (To June 30, 2025)	Dr. Wole Adamolekum	Elizade University (Nigeria)
Delegate-at-Large National Association (To June 30, 2025)	Jaffri Amin Osman	Institute of Public Relations Malaysia IPRM (Malaysia)
Delegate-at-Large National Association (To June 30, 2025)	Hamilton dos Santos	Brazilian Association for Business Communication ABERJE (Brazil)
Delegate-at-Large National Association (To June 30, 2025)	Gladys Díaz	Puerto Rico Public Relations Association ARPR (Puerto Rico-US)
Delegate-at-Large Any Membership Categories (To June 30, 2025)	Irene Lungu	Zambia Institute of Public Relations and Communication ZIPRC (Zambia)

Delegate-at-Large Any Membership Categories (To June 30, 2025)	Kia Haring	Finnish Association of Communication Professionals ProCom (Finland)
Delegate-at-Large Any Membership Categories (To June 30, 2025)	Peter Mutie	Peterson Integrated Communication Institute (Kenya)
Regional Delegate at Large (To June 30, 2024)	Ana Pista	ASEAN Public Relations Network APRN (Philippines)
Regional Delegate at Large (To June 30, 2024)	Boy Kelana Soebroto	Public Relations Association of Indonesia Perhumas (Indonesia)
Regional Delegate at Large (To June 30, 2024)	Fiona Rose Cassidy	Public Relations Institute of New Zealand PRINZ (New Zealand)
Regional Delegate at Large (To June 30, 2024)	Gesille Buot	LSPR Communication and Business Institute (Indonesia)
Regional Delegate at Large (To June 30, 2024)	José Fernández-Álava	Spanish Association of Communication Directors Dircom (Spain)
Regional Delegate at Large (To June 30, 2024)	Mandy Pearse	Chartered Institute of Public Relations CIPR (UK)
Regional Delegate at Large (To June 30, 2024)	My Nguyen Khoa	Vietnam Public Relations Network VNPR (Vietnam)
Regional Delegate at Large (To June 30, 2024)	Norman Agatep	ASEAN Public Relations Network APRN (Philippines)
Regional Delegate at Large (To June 30, 2024)	Paula Portugal Mendes	Portuguese Association of Corporate Communication APCE (Portugal)
Regional Delegate at Large (To June 30, 2024)	Dr. Rene Dailen Benecke	Public Relations Association of Southern Africa PRISA (South Africa)

Item 7. Any other notified business

No notified business was received from any member as set out in accordance with the Bylaws under article 13.4i.

The Secretary, Fiona Cassidy, invited the President, Justin Green, to close the meeting.

The President, Justin Green, expressed his gratitude and thanked to all 82 Global Alliance member organisations worldwide, to CAO, Mateus Furlanetto, all fellow board members for their commitment and to their representative organisations who put in so much voluntary time and effort into Global Alliance. Expressed his gratitude to the outgoing members of the board, Bonnie Caver and Gonca Karakas.

The president again thanked Irene Lungu from Zambia Institute of Public Relations and Communication for hosting the AGM in Lusaka and everyone for their participation.

Lusaka, 15 May 2023.

For the Global Alliance Board



President
Justin Green



Secretary
Fiona Rose Cassidy



Treasurer
Philip T. Bonaventura



Chief Administrative Officer
Mateus Furlanetto de Oliveira