



**Moving Up the Value Chain – PR & Communications at 'Top Table'**  
**Justin Green, President & CEO, Global Alliance**  
**Annual Report 2023**

25<sup>th</sup> April 2024

Each year that I have the privilege to present our Global Alliance annual report gives me a chance to reflect on where our great profession of public relations and communications is at and where it is going next.

Each year I also seem to be writing about a rapidly-changing world where violent conflicts, geopolitical crises and the climate emergency are all part of the big picture that we all live and work in.

This year is no exception. We are constantly seeing evidence to support the assertion by the Canadian leader Justin Trudeau that the pace of change has never been faster and will never be as slow again.

All this change brings with it a degree of uncertainty. That is further elevated in the political sphere this year with significant elections across some of the world's largest democracies and European Parliament elections in June also.

While it can be unsettling at a personal level, change brings professional opportunities too and this is a topic I try to emphasise when I meet emerging public relations and communications professionals at academic conferring ceremonies around the world.

For instance, in an ever noisier and more fragmented information and media landscape, it was perhaps never more important that organizations have trusted strategic counsel around how they can best reach their target audience and retain a high level of trust and credibility.

As a profession, it is vital that we continue to move along the strategic continuum so that we are consistently at the top table where key decisions are made and resources allocated. This is particularly important at a time when Artificial Intelligence is increasingly being used for some perhaps lower value and more repetitive tasks. Where we can add greatest value in this context is in demonstrating that AI + Humans > Humans Alone.

Our judgment, our ability to evaluate complex and nuanced situations, our capacity to tell stories in engaging ways – these are some of the attributes that will ensure we remain relevant and that our contribution continues to be valued.

When I think of AI and the challenges and opportunities it brings, I sometimes waver in my optimism as I know that it is already further eroding trust in organisations and we are seeing a worrying rise in 'deep fakes' which may sound relatively harmless but are in fact a growing problem and one with lasting real-world impacts.

What I never waver on though is my view that AI is here to stay. Leaders are ever more eager to embrace it and to be seen to be onboard with it. In a business context, shareholders are increasingly asking for responsible AI strategies alongside a company's approach and ambition in environmental, social and governance and in corporate social responsibility.

So, for us as leaders in PR and communications management, let's not shy away from AI – let's instead embrace the opportunities it presents to accelerate some activities. Let's also lead in responsible use and 'AI for Good', proving AI + Humans really is better than either AI Alone or Humans Alone.

I also encourage you to think big in 2024 – don't set any ceiling on how high you can soar. The world needs all of us to reach our potential and doing that requires us to continue learning and listening.

I mentioned earlier how I have the chance to join graduation ceremonies around the world on behalf of Global Alliance and on your behalf as members. When I do that, I always try to carve out some time where I hear directly from some of the graduates. As well as their pride in what they have accomplished, I am constantly struck by their energy and determination to succeed. That positivity can be contagious and those of us who are longer established in the profession have a responsibility to ensure these new professionals have a great experience in their early careers that sets them up as the leaders of tomorrow.

Another thing that I would encourage you to do this year is to keep thinking global. It can be tempting after the pandemic and during the ongoing turmoil different parts of the world are experiencing to shrink our horizons and focus in on our families and on our work to the exclusion of pretty much everything else. This will leave us living reduced lives, but it also deprives the societies we live in of our energy and the ideas we would otherwise have for improving things.

Don't let cynicism or a sense of fatalism limit you. Be bold and courageous in your ambitions and set yourself stretching goals that will bring you towards that destination. We all need a little luck along the way but even the luckiest will also benefit from having a plan with a clear sense of direction; milestones to measure progress and a well-defined peak we are heading to.

I also encourage you to continue to get the greatest use you can from Global Alliance membership. Tap into the free resources on our website; jump on calls covering topics that interest you during our themed months and put us to the test in meeting your expectations.

Your national or regional professional member bodies are also a huge asset in developing your career, fostering a sense of being part of a profession that you can be proud of and add your own chapter to. I also know that many of these Global Alliance member organisations provide various trainings about leveraging AI so why not upskill to embrace this and make sure that you are putting AI to use in a way that works for you rather than being a bystander as it floods in around you.

While I would never minimize the very real challenges the world faces, I remain a 'glass half full' person and encourage you to be upbeat and positive looking forward also.

Continue to sketch out where you sit in the big picture and remember to never undervalue your contribution or allow others to.

Be global in your outlook and realise the power of teaming up with others to achieve positive outcomes. Relationships underpin so much of our work so continue to invest in your network and ensure you are making regular lodgments to what I sometimes call the 'Bank of Goodwill', knowing that you may one day want to 'borrow' from it.

There is so much more that we can achieve by working together and we can have enormous fun doing it.

Mind your health and maintain a favourable work-life balance. You won't ultimately be doing your organisation any service by working yourself into burnout that requires you to step out of work for a period to recover.

And remember – Think Global, Go Global, Be Global with *your* Global Alliance.

In presenting our annual report, I also thank my fellow Global Alliance directors and everyone who contributes to our ongoing work for our profession. Your voluntary input makes what we achieve possible and you should be proud of a job well done.

Thank you for your support,



**Prof. Justin Green**, Hon. Life Fellow APRA, Hon. Life Fellow PRSK, Life Fellow PRII, Hon. Life Fellow ABERJE, Hon. Life Fellow ASEAN, Hon. Life Fellow PRGC, Hon. Life Fellow EIC, Hon. Life Fellow SCCECRL, Hon. Life Fellow APCE, Hon. Life Fellow PIC, Hon. Life Fellow TPRA, Hon. Life Fellow FERPI, Hon. Life Fellow ARPPR, Hon. Life Fellow PERHUMAS, Hon. Life Fellow IPRM, Hon. Life Fellow VNPR, Hon. Life Fellow PRSP, Hon. Life Fellow ZIPRC, Hon. Excellence PF&SCoRe, Hon. Excellence TMPR, Hon. Life Fellow BPRA.

**President & CEO, Global Alliance for Public Relations and Communication Management**

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## 21 Global Alliance Membership Highlights 2023

01. **Global Ethics Month** (February) - Through webinars, videos, research and articles across regions and member associations, the Ethics Month 2023 engaged PR and Communications professionals globally who discussed and shared experiences on the dilemmas concerning ethics in our daily work as professional communicators. We have tapped into emotions and how those impact the interpretation of the messages for instance in a crisis, we have explored how trust and reputation of enterprises and public sector organizations have evolved during the past years as well as elaborated on the new role of enterprises in this context. This programme was led by Ethics & Standards Director Kia Haring (ProCom – Finnish Association of Communication Professionals).
02. **Global Trends and Communication Transformation Month** (March) – First Global Alliance European Regional Summit, took place in Lisbon, Portugal gathered 25 members of Global Alliance from all over Europe as part of Global Trends and Communication Transformation Month hosted by APCE – Portuguese Association of Corporate Communications. This initiative was led and tracked by Vice President Silvia Arto, (COM- EMT - Communication & Enterprise) and the European Regional Council.
03. **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. A 6-hour sharing programme kicked-off the month. This initiative was led by Jaffri Amin Osman (IPRM – Institute Public Relations Malaysia) and the Asia Pacific Regional Council.
04. **New for 2023 - Technology and PR Month** - Global Alliance hosted its inaugural Technology and PR Month, delving into how technology has influenced public relations both presently and in the future. The webinars successfully achieved their aims of increasing awareness about technology's role in communication across various sectors, including business, government, non-profits, and education. By convening PR and communication professionals from around the world, the month-long event facilitated discussions on the challenges faced in our daily work and underscored the importance of ethical considerations in the adoption of new technologies. This month was led by Mandy Pearse (Chartered Institute of Public Relations).
05. **Diversity, Equality & Inclusion Month** (June) - This year's edition was enriched by two engaging Diversity & Inclusion Dialogues sessions featured Federico Subervi Vélez, PhD , and Marisa Vela Williamson who shared their knowledge and experience with the theme. The month also showcased the 2023 Business & Racial Justice Special Report by Edelman. This initiative was led by Gladys Díaz (ARPPR – Puerto Rico Public Relations Association).
06. **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 advocated for the public relations and communication profession, the grow the industry, and building new connections. This initiative was led by Norman Agatep (PRSP – Public Relations Society of the Philippines).
07. **Student & Young Practitioner Month** (November) – Global Alliance shared timely and relevant knowledge that could benefit students and young practitioners who were keen on advancing their communications practice. It was arranged in line with the alliance's ongoing "KNow Movement" campaign, which is designed to help allay the PR practitioner's worries about evolving in their careers. Among the activities lined up were the webinars Exploring the Impact of AI on the PR Industry in the Asia Pacific, Europe & Africa and Latin & North America.
08. **The Best of Education & Training Month** (December) - In its unwavering commitment to fostering continuous professional education, training and development in the field of public relations and communications, Global Alliance offered the "Best of Education, Training & Development Month" – a global initiative designed to empower its extensive membership base with invaluable insights.

With an extensive lineup of over 300 sessions, showcased a rich tapestry of knowledge, featuring presentations from renowned experts in public relations and communications across the world. This month was led by Global Alliance CAO Mateus Furlanetto.

09. **Academic, Educational and Training Accreditation - Global Alliance's Academic Council** -This initiative aligns with our mission to elevate professional standards worldwide. Through this program, we bolster public relations education and training standards. The Academic Council changed its chair; Dr. Wole Adamolekun (Elizade University, Nigeria) took over from Dean & Prof Dr. Amybel Sánchez de Walther (Universidad San Martin de Porres, Peru), alongside members Prof. Anthony D'Angelo (Newhouse School of Public Communications, Syracuse University, USA), Dr. Ángel Alloza (Corporate Excellence - Centre for Reputation Leadership, Spain), Dr. Rene Beneke (University of Johannesburg, South Africa), and Global Alliance President & CEO, Justin Green (CPRE - Commission Public Relations Education USA & PRII - Public Relations Institute of Ireland).

Continued success and congratulations to the **Public Relations Society of America (USA)**; **Chartered Institute of Public Relations (UK)**; **Universidad San Martin de Porres (Peru)**; **European Institute of Communications (Belgium & Ireland)**; **LSPR Communication & Business Institute (Indonesia)**; **School of Communications & Reputation (India)**; **Peterson Integrated Communications Institute (Kenya)** and **University of Liberal Arts Bangladesh (Bangladesh)** who each received platinum standard accreditation for their educational qualifications.

10. **Regional Councils** – Our six Regional Councils 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) host meetings in a regular basis.
11. **University and Association Talks** - During meetings held around the world, we presented the Global Alliance and discussed trends in our field with practitioners and students. Our visits in 2023 included stops at University of Zambia (UNZA) in Lusaka, Zambia, School of Communication and Reputation (SCoRe) in Mumbai, M.O.P. Vaishnav College in Chennai, India, the University of Liberal Arts Bangladesh (ULAB), and the Public Relations Association of Bangladesh, in Dhaka, Bangladesh.
12. **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.
13. **Approaching the Future 2023: Trends in Reputation and Intangible Asset Management** - The integration of sustainability and environmental, social and governance (ESG) criteria into core business strategies is now the most relevant aspect for organisations in terms of intangible asset management. It is also one of the priorities that companies are now working on the most, along with corporate communication and all aspects related to digitalisation and cybersecurity. This is according to the report *Approaching the Future 2023: Trends in Reputation and Intangible Asset Management*, created by Corporate Excellence - Centre for Reputation Leadership in collaboration with CANVAS Sustainable Strategies and worldwide partner Global Alliance for Public Relations and Communication Management.
14. **Global Alliance Public Relations and Communication Model** - The Global Alliance PR and Communications Model outlines the roadmap and foundational elements of PR and Communications functions, crucial for fostering differentiation, reputation, trust, and social legitimacy. To date, it has reached over 65,000 public relations and communication practitioners, academics, CEOs, and students worldwide. Dr. Ángel Alloza and Dr. Clara Fontán from Corporate Excellence - Centre for Reputation Leadership (Spain) spearheaded the model's development.

15. **Global Alliance Capability Framework** - Our partnership with the University of Huddersfield (UK) has flourished, demonstrated by the utilization by our global members over the past year. Access to the Framework was complimentary throughout 2023.
  
16. **Corporate Governance & Compliance** - We're committed to enhancing our structures, offerings, and business model. Accountability, transparency, and sound corporate governance are paramount to us as a member organization. This year, Global Alliance had the opportunity to host in-person board meetings in Lisbon, Portugal and Chennai, India and AGM in Lusaka, Zambia, during the Africa Public Relations Conference.
  
17. **Membership Growth & Financial Stability** - Throughout 2023, there was a notable growth, demonstrated by the proliferation of programs and membership drives initiated. With the expansion and diversification of our membership, there arises a heightened necessity to maintain a solid foundation, enabling us to sustain ongoing reinvestment efforts. Current membership stands at 86, a 70% increase since January 2019. We would like to welcome the members: Iscom (France), HuPRA (Hungary), PR Klub (Czech Republic) and Reputation Lighthouse (United States of America).
  
18. **World's First Online History of Public Relations** - The Global Alliance officially launched the world's first online history of public relations, a joint initiative with the Museum of Public Relations (USA). The newly released digital resource, hosted on the Museum website, documents the evolution, the pioneers and the impact of the profession inside dozens of nations throughout the world.
  
19. **New for 2023 - Responsible Communication** – Formally signed during the 2023 World Public Relations Forum in Chennai, India, on behalf of more than 100 international organizations in the sector, has officially issued to the Secretary-General of the United Nations, António Guterres, a letter offering to start a dialogue to create a new Sustainable Development Goal (SDG) around the concept of “responsible communication”.
  
20. **New for 2023 - World Public Relations and Communication Awards** - The first edition of the “World Public Relations and Communication Awards 2023” was held. The award program had a total of 112 entries, with 21 of them emerging as winners in their respective categories. The winners were chosen by a panel of judges comprised of 25 industry experts and communicators from world-renowned PR agencies and academic institutions across the globe.
  
21. **World Public Relations Forum 2023** - Held in Chennai, India, was a significant gathering that brought together over 600 Public Relations practitioners and academics from various corners of the world. The event featured notable speakers and discussions on pertinent topics in the field of PR. The overarching theme of this year's forum revolved around "Building Goodwill for Greater Good" and explored how PR is evolving and how it can contribute to positive change in the world, with a focus on responsible communication.

Ends.