



Global Alliance adopts Melbourne Mandate, announces next World Public Relations Forum in Madrid

Melbourne, Australia, 19 November 2012 - The Global Alliance for Public Relations and Communication Management today announced that the Eighth World Public Relations Forum will be held in Madrid, Spain, in 2014. The Global Alliance made the announcement at the conclusion of the 2012 Forum in Melbourne.

Dircom, the Spanish association of communication directors, will be the official host of the 2014 Forum, which will take place on a date to be named in September of that year.

“Even as we close the largest-ever World Public Relations Forum here in Melbourne, the Global Alliance is excited to invite professionals around the world to mark their calendars for 2014,” said Daniel Tisch, Chair of the Global Alliance. “With a thriving community of senior communicators, Spain is the perfect place for another milestone in our profession’s global journey.”

The Melbourne conference set all-time records with almost 800 delegates from 29 countries endorsing the [Melbourne Mandate](#), a call to action of new areas of value for public relations and communication management.

“Public relations and communication managers are at the center of a big change – from a world of vertical rules to one of horizontal communication,” said Jose-Manuel Velasco, President of Dircom. “Spain is honoured to host our global professional community.”

Before Australia, previous hosts of the World Public Relations Forum include Italy, Brazil, South Africa, United Kingdom and Sweden.

About the Global Alliance

The Global Alliance for PR and Communication Management (www.globalalliancepr.org), is the confederation of the world's major public relations and communication management associations and institutions, representing 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.

The GA is the convener of the [World Public Relations Forum](#), to be held next in Madrid, Spain, in September 2014.

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