



THE IPRC

THE PUBLIC RELATIONS COUNCIL

We connect the PR industry through platforms for shared learning, tailored training, advice and projects of relevance to PR professionals.

We showcase commercial creativity and the effectiveness of PR to the marketing communications industry.

We give our members exclusive access to professional development, networking and a voice in formulating initiatives that further industry best practice.

Powered by The Communications Council



MEMBER BENEFITS

You'll have access to a suite of **professional development programmes** at exclusive rates; over 30 courses presented by industry leaders across all areas of communication from Australia and around the world.

In 2016, the PRC also held **over 20 events** aimed at enhancing the industry's knowledge and skills set.

Breakfast Forums: From strategy, creativity, measurement and evaluation to agency finance, collaboration and insights from award-winning international case studies.

A Conversation with... Intimate Q&A sessions with key media figures. Speakers have included Jules Lund (Trlbe), Prue MacSween and Sara Flanagan (IMG).

Client Advisory Board: Direct access to leading CMOs who provide insight into where PR sits in their business today and how it can evolve.

What's keeping you up at night? Exclusive lunch series for agency heads with one-on-one access to industry luminaries and thought leaders. Steve Vamos (Telstra board) and Michael Cannings (M&C Saatchi) recently featured.

Open Committee meetings: Senior agency leaders are invited to bi-annual meetings to ensure a voice at the table and to help steer the direction of the group.

7 Minute Mentoring: The industry's rising stars gain one-on-one guidance from not just one, but a room full of advertising, PR and marketing leaders.

Salary Survey: Exclusive access to The Communications Council's annual Salary Survey, covering more than 90 positions in the marketing communications industry.

Courses for PR people:

(Please visit our website for course dates and locations.)

Entry	IPA Foundation Certificate and AdSchool Core Strategic Planning Skills
Intermediate	IPA Online Commercial Certificate and AdSchool Social Media Strategy
Advanced	IPA Online Effectiveness Test and IPA Residentials; Campaign Planning Business & Agency Leadership and Strategic Planning

more on member benefits at communicationscouncil.org.au