

A photograph of three business professionals in a meeting. On the right, a man with glasses and a beard, wearing a dark blue suit jacket over a white shirt, is gesturing with his hands as if speaking. On the left, two women are listening attentively. The woman in the foreground has blonde hair and is wearing a light blue shirt. The woman behind her has dark hair and is wearing a dark blue top. They are standing in front of a large window with a view of greenery outside. The lighting is bright and natural, suggesting an office environment.

PRSA

**Your Team & Ours:**  
Reinventing Strategic  
Communications

**Together.**

Communications professionals lead critical conversations, from shaping brand messaging and market perceptions to getting ahead of an impending crisis.

That means your team needs to bring its A-game every day. And nobody does that better than PRSA members.

From CMOs to brand strategists, our ranks are filled with the storytellers who know how to capture and hold the attention of an audience. Totalling 18,000+ members across 100+ Chapters nationwide, we're the trusted business advisors and leaders shaping local, national and global conversations.

From networking and learning opportunities to professional Accreditation, I invite your organization to see how PRSA Group membership can help enhance and advance the roles of your team as strategic communications leaders.

To your success,



Linda Thomas Brooks, CEO



[prsa.org/group](https://prsa.org/group)

# PRSA & Your Brand: Better Together

The role of public relations has shifted dramatically over the last two decades. Your organization's strategic communications staff likely includes new roles like content strategist, social media manager, digital marketer and more. And with geographically distributed/Work From Home (WFH) or hybrid teams more common than ever, it's challenging to keep everyone on message and up to date on best practices.

Since 1947, PRSA has served as the most essential and influential professional network in strategic communications. Rooted in ethical practice, PRSA provides our members with timely resources to keep your team informed and connected.

Starting at just five members, PRSA Group membership is a proactive investment in employee engagement, development and retention.

Leverage your company's many membership benefits with problem-solving resources that positively impact staff recruitment and growth. Your team gains access to tools, knowledge and mentors that enable them to work smarter, accomplish more and advance the effectiveness of your organization's communication efforts.

## ■ EXPAND YOUR STAFF'S SKILL SETS

As PRSA members, your team will learn and earn, at their fingertips, the digital learning tools to strengthen their professional knowledge.

- **INNOVATIVE** thought leadership and programming on emerging trends
- **WEBINARS, ONLINE EDUCATIONAL RESOURCES AND AWARD-WINNING PUBLICATIONS**
- **CERTIFICATE PROGRAMS** which elevate a team member's expertise in a specific communications specialty. After passing a multiple-choice test at the program's completion, registrants are awarded a certificate and digital badge that can be added to a LinkedIn profile.
- **EARNING THE PRESTIGIOUS APR CREDENTIAL** demonstrates outstanding achievement, enhances capabilities and reflects positively on the team's skill sets.

## ■ TAP INTO A POWERFUL, SECURE, MEMBERS-ONLY NETWORK OF COLLEAGUES

Imagine your team as part of an active collective of peers with whom they can freely share challenges, exchange ideas and build new business relationships.

- **ONLINE COMMUNITIES** for peer-to-peer networking and problem-solving
- **DISCOUNTED REGISTRATION** to ICON, the world's largest annual gathering of strategic communication professionals
- **EXCLUSIVE GROUP DISCOUNT SAVINGS** on job postings to speed quality hiring

## ■ MAXIMIZE YOUR MEMBERSHIP VALUE

All PRSA memberships offer access to a network of engaged professionals, high-quality events and educational resources. Group members also receive:

- **EXCLUSIVE GROUP DISCOUNT SAVINGS** on many PRSA offerings, including membership dues, events and professional development opportunities
- **WAIVED INITIATION FEE**, saving you \$65 on each new Group membership
- **A DEDICATED TEAM LEAD** to engender collaboration and goal setting to help PRSA assist your team in advancing its business directives
- **SINGLE ANNUAL INVOICE**
- **TRANSFERABLE** memberships if a team member leaves
- Whether you're a team of communication novices, seasoned pros or somewhere in between, a PRSA Group membership helps elevate your brand's messaging.

**The most direct route  
to professional success  
starts here: [PRSA.org/group](https://prsa.org/group)**



# There's Power in Numbers.

## Optimize the performance of your brand's communications team.

Reach out to PRSA today to discover how membership can help your team get to the next level!

**Contact: Ilene Glantz, Director, Group Membership Sales**

**Email: [Ilene.Glantz@prsa.org](mailto:Ilene.Glantz@prsa.org) or call: (212) 460-1482**

*Ask about special pricing for groups of 21 or more.*



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