

CIPR

INTERNATIONAL

---

# CIPR International Aims, Strategy and Programme 2021-2024

---

# 1. Introduction

CIPR International (CIPR Int) is a volunteer-run sectoral group with some limited support from Head Office.

The Institute is governed by volunteers who serve on the Board and the Council.

The Head Office consists of paid staff who run the Institute on a day-to-day basis.

The CIPR International group counts around 900 members and approximately one-third is based outside the UK.

The group is run by a diverse, multicultural, multinational and multilingual committee, with many members located around the world. The committee manages and organises events and communication with members; produces content for blogs, podcasts and webinars; and provides support to our members.

This document sets out the strategy of the group for the next four years, and is based on the CIPR five-year strategy and the needs of our members worldwide.

## 2. Background

Our strategy is based on a survey of the needs of our members together with the CIPR five year strategy. (Please see Appendix 1 for details).

The CIPR sets out its vision as the establishment of a chartered public relations profession serving clients and society with creative, technically expert and ethical practice.

### **Four major pillars underpin this vision:**

1. Leading practice development
2. Building a resilient community of practice
3. Championing lifelong learning and the value of chartership
4. Advocating for public relations with employers, clients and the wider public.

## 3. Purpose of CIPR International

**The purpose of the CIPR International group is to:**

- Support the strategy and work of the CIPR, specifically in the global arena
- Support CIPR members working internationally and in the UK
- Facilitate understanding of cultural differences,
- Foster lifelong learning amongst its members and provide content for that learning
- Build a global network of peers to enable members to learn, mentor and share best practice
- Build relationships with other PR organisations internationally

## 4. CIPR International stakeholders

- **Members:**

1. PR professionals based in the UK who are interested/working in international roles. These may be senior or junior practitioners.
2. PR professional based outside the UK; these tend to be senior practitioners

- **Potential members:**

1. New CIPR joiners
2. Young practitioners and students
3. PR practitioners interested on working in international roles

- CIPR Head Office
- Other CIPR sectoral and regional groups
- Local PR associations in other countries

## 5. CIPR International strategy and role

Our strategy takes into account the overall strategy of the CIPR as well as the feedback we received from our members. The roles for CIPR International for the years 2021-2024 are therefore to:

- Support our members by representing their needs to the CIPR
- Support lifelong learning amongst our members
- Create the best and most valuable community globally that practitioners will want to be a part of and contribute to
- Increase the profile of CIPR amongst international audiences
- Support the CIPR in advocating public relations with employers, clients and the public

### **The key messages which should run through all our activity are:**

- CIPR International engages and listens to its members wherever they are in the world and at all stages of their career.
- CIPR International is committed to nurturing young talent and lifelong learning.
- CIPR International is committed to developing the best skills in all practitioners.
- CIPR International aims to become the centre of excellence of thought and best practice in international PR and an important influence in international PR.
- CIPR International is a great community of people supporting each other.

## 6. How will CIPR International carry out these roles?

CIPR International has run an active programme of engagement and activity since its inception. In 2021-24 our activity will focus on the following key roles.

### 6.1 Support our members by representing their needs to the CIPR

We will continue a programme of active engagement with our members in order to ascertain their needs. At the same time, we will maintain our good relations with leadership at the CIPR to ensure that our members have a voice, through:

- Representation on the board or council: Shirley Collyer (former CIPR International Chair) is a member of council in 2021 and 2022;
- Representation at the Group Chairs meetings: Andras Sztaniszlav or Beatrice Giribaldi to attend these meetings.
- Eva Maclaine (former CIPR International chair, CIPR Board Director 2015/16 and 2019 and 2020) leading on Global Alliance Ethics Month 2021, member of CIPR Coordinating committee

## 6.2 Support lifelong learning amongst our members

In supporting lifelong learning amongst our members, we will ensure the needs and aspirations of all grades of membership are catered for. We commit both to nurturing young talent and to ensuring the needs of senior practitioners are considered. Our aim, therefore, is to provide multi-levelled content to cater to the priorities of all members and adapted to their seniority level.

### **To achieve our aims, we will:**

- Promote lifelong learning amongst our members, through direct or social engagement, raising awareness of the learning resources and benefits, particularly of chartered status. CIPR International channels for promoting this are:
  - a. The CIPR International website
  - b. Newsletters – both CIPR International and CIPR
  - c. Social media – LinkedIn, Facebook, Twitter, Instagram
  - d. Contributions to CIPR publications and events
  
- Create content and resource, to supplement that of CIPR, for this learning
  - a. Continue the “doing PR in ... “ webinar series
  - b. Podcasts and webinars on relevant topics. This year has included a webinar on Reputation.
  - c. Blogs on current issues. This year we have created a series of blogs on Covid19 and its impact on PR.

- Engage with the Knowledge team at CIPR in order to ensure that our members' needs are taken account of.
- Actively support and promote CIPR's Chartership programme through direct engagement and social interaction.
- Create engaging content, thought-provoking debate and useful support to all CIPR members, whatever they seniority, wherever they are in the UK or the world
- Develop our digital / social media offering through comms, webinars and videos, to reach international members. The core focus of our social media offering will reflect our strategy and objectives and be centred on skills development and international news.
- Hold joint events with other groups and amplify activity of other groups globally.
- Commit to nurturing young talent and working hard to promote lifelong learning
  - a. **We will relaunch an award scheme for students/young practitioners**
  - b. **We will present to visiting students from overseas**
  - c. **We will provide events and webinars which appeal to all levels of practitioners**
  - d. **We will liaise with CIPR Office for relevant membership offer based on the input of our student/young practitioner representative/s on the committee**

- Key topics for lifelong learning, through training, CPD and chartership, will continue to focus on:
  - a. Increased digitisation post Covid-19 crisis
  - b. Peer-to-peer networking (ie: series of informal zoom chats)
  - c. Mental health, time management (ie: promote existing CIPR resources on those topics)
  - d. Digital skills for PR professionals (ie: blogs, webinars)
  - e. The importance of global PR within the disinformation/infodemic crisis the world is living today
  - f. Supporting comms professionals in the post Covid-19 world which may be affected by a very strong economic crisis – which leads to furlough, losing jobs etc... how can we provide help].
  - g. ESG – what does it mean in terms of global communication
  - h. Ethics in PR

### **6.3. Create the best and most valuable community globally that practitioners will want to be a part of and contribute to**

- Increase the profile of CIPR amongst international audiences focusing on the benefits of CIPR membership to international members, specifically lifelong learning, networking and Chartership.
- Increasing membership through high profile and interesting events
- Engaging with our members worldwide through events and social channels
- Promoting the views and opinions of the members to the CIPR, drawing on members' expertise and to advise and support the CIPR on international issues
  - a. We will continue to make regular contributions to Influence Magazine
  - b. We will continue to promote issues through our regular flyer and through social engagement

## 6.4 Increase the profile of CIPR amongst international audiences

- We will seek to develop partnerships with the regions and with international partners. Our activities in Mauritius, where Samantha Seewoosurrin has created a local group and engages regionally in Africa, is a good template for this activity.
- We will support CIPR's efforts to expand its footprint and profile globally. Eva Maclaine, Andras Sztaniszlav and Shirley Collyer are in discussion with the 2021 president.
- We will engage overseas members to develop local networks and, where possible, develop links with overseas PR bodies.

## 6.5 Support the CIPR in advocating public relations with employers, clients and the public

**We will support any CIPR activity in this area by amplifying globally.**

- Promote the views and opinions of the members to the CIPR, drawing on members' expertise and to advise and support the CIPR on international issues
- Increase mentorship and interaction with students and young practitioners.
- Ensure long-lasting commitment and engagement from our committee members to guarantee longevity of the group.
- Provide most of our activities in digital format

## 7. Delivering our programme

The CIPR International committee is a diverse committee comprising people of different nationalities and ages. We have members based in the UK and elsewhere in Europe, Asia, Latin America, Middle East, Africa and the US. We will continue to encourage diversity on the committee to ensure that we reflect our membership.

We conduct our CIPR International membership survey every two years and will continue to do this to ensure that our activity answers the needs and requirements of our members globally.

## 8. A timetable of priorities

### SHORT TERM – THREE MONTHS

- Poll members on the development of the group and wider participation (DONE)
- Set out quarterly targets and KPIs for our activities
- Shape the global dimension of CIPR strategy 2021-2024
- Develop an energetic social media programme encompassing the most relevant digital platforms (in progress)
  - a. **Start a bi-monthly webinar series with international PR guests.**
  - b. **Focus less on large-scale flagship events and more on smaller, tailored, digital friendly events**
- Have representation at top level CIPR bodies (ie: Council, Board)
- Update all our communication channels (in progress)
- Engage the new CIPR President with our vision and strategy, to leverage further support for our work within CIPR (in progress)

## MID-TERM – ONE YEAR

- Increase member engagement (especially from overseas) on social media, especially on LinkedIn and Twitter and our website
- Re-Launch the award scheme to students/young practitioners
- Build relationships and partnerships with other major international PR organisations, professional organisations, events specialists and international bodies
- Offer increased and more varied events through, for example, joint events with other sectoral or external groups / organisations, pub quizzes, debates, surgeries, speed networking (eg ‘Meet the Global Practitioners’)
- Develop and offer new younger member benefits and increase visibility
- On the back of showing solid data as to what our members want, attract a further 50 members to our group
- Create further awareness regarding the Chartership Programme overseas.

## LONG-TERM – THREE TO FOUR YEARS

- Develop an advanced professional development offer (certificate, diploma) in international PR
- Reinforce our position as a strategic partner of CIPR HQ and the Board on international issues
- Be on the road towards becoming a key voice in international PR and being seen as a credible, thought leader on international communications
- Become the ‘go-to’ hub for global PR expertise (through policy papers, case studies, best practice articles, co-authoring CIPR guidelines)
- Increase membership by three per cent within next three years on the back of raised profile
- Continue to grow more CIPR International hubs abroad (eg. CIPRI Mauritius)
- Obtain a level of recognition for the student/young practitioner award scheme
- Have more students engaged with the Committee
- Create brand ambassadors (representatives of global regions)
- Establish local peer-to-peer network and contact exchange (GDPR compliance)

## 9. Communication channels

-  **Website:**  
[www.ciprinternational.com](http://www.ciprinternational.com)
  
-  **Group page on CIPR website:**  
[https://cipr.co.uk/CIPR/Network/Groups\\_/International.aspx](https://cipr.co.uk/CIPR/Network/Groups_/International.aspx)
  
-  **YouTube channel:**  
[https://www.youtube.com/playlist?list=PLTecrfLaYcBcaa2FMGWsgkEs\\_RZlif02z](https://www.youtube.com/playlist?list=PLTecrfLaYcBcaa2FMGWsgkEs_RZlif02z)
  
-  **Twitter:**  
[@CIPR\\_Int](https://twitter.com/CIPR_Int)
  
-  **Facebook:**  
<https://www.facebook.com/CIPRInternational>
  
-  **Blog:**  
<https://www.ciprinternational.com/ciprinternational-news>
  
-  **LinkedIn page:**  
<https://www.linkedin.com/showcase/cipr-international-group/>
  
-  **Instagram:**  
[@ciprinternational](https://www.instagram.com/ciprinternational)

## 10. Benefits of joining CIPR International

**There are many benefits for the global PR practitioner of belonging to CIPR International:**

- Membership of CIPR International offers a way of connecting with experienced communicators who have something to share in the international arena.
- The group provides an active forum for debate and sharing of knowledge and experience. The events are excellent opportunities for networking, learning and training.
- Newsletters, Facebook, LinkedIn and Twitter provide up-to-date news on developments internationally.
- The CIPR International series ('letters from...' papers and 'DoingPRin... webinar series) provide excellent insights into international practitioners and the unique perspectives of their countries.
- Webinars with keynote speakers engage members not only in the UK but globally and are available on demand as well.
- The group continually looks to develop links with international practitioners and international organisations, such as the Global Alliance.
- Our members offer a wealth of experience from which every member can benefit.
- Access to CPD knowledge resources is available for all CIPR International members.

# Appendix 1

## 2020 SURVEY

The CIPR International survey revealed the following key trends:

- Most of our respondents (72%) are senior (10+ years in PR)
- 50% in-house, 23% independent, 16% agency
- Main sectors they work in are corporate (52%) and non-profit (49%)
- Their main focus is strategy (86%), external (67%) and media relations (61%)
- Biggest challenges:
  - a. Covid
  - b. Lack of peer networking at the same level of seniority
  - c. Mental health, Work/life balance, overwhelmed
- The most valued of CIPR activities:
  - a. CPD resources (65%)
  - b. Events, training, networking (53%)
- CIPR International benefit expectations:
  - a. Belonging to an international community (86%)
  - b. Networking (65%)
  - c. Learning new skills
- Most preferred channels: email, Zoomchat, LinkedIn group
- Two most preferred way of engagement: speaking at events, contributing to our social media

# Appendix 2

## ACHIEVEMENTS

In March 2014 the year strategy was created which set out short, medium and long term priorities and objectives. Our objectives were ambitious and involved reinvigorating the group, developing a programme, increasing member engagement, attracting new members and building relationships.

### **By 2020 we had done a great deal towards meeting our aims:**

- **Make CIPR International relevant to all its members wherever they are in the UK or the world through engaging content, thought-provoking debate and useful support:**
  - a. In 2015 we surveyed our members to see what they wanted from us. One key event was a conference, which we organised in 2017.
- **Ensure the needs and aspirations of all grades of membership are catered for**
  - a. Our activity is aimed at all levels of practitioner and student, from the Douglas Smith Student Award to the Global PRactice conference.
  - b. Our webinars, “Doing PR in” are aimed at all levels of practitioner.

- **Commit to nurturing young talent and working hard to promote life-long learning**
  - a. We ran many prestigious “Maggie Nally lectures” with high level speakers including Robyn De Villiers of Burson Marsteller, Africa; Ricardo Carioni, the deputy ambassador of Nicaragua to the UK and Lord Bilimoria of Cobra Beer. With a change in appetite for this sort of event, we are considering what we do going forward.
  - b. In 2017 we ran the first CIPR International Conference, The Global PRactice Conference, held in May, attracted around 60+ attendees from around the country – and indeed the world. Given that the National conference in 2020 became virtual, and therefore available globally, we proposed a speaker based in Australia, Angela Scaffedi, who spoke on change.
  
- **Promote the views and opinions of the members to the CIPR, drawing on members’ expertise and to advise and support the CIPR on international issues:**
  - a. We run an active communication programme, through social, direct and printed media, to reach our members worldwide.
  - b. Our blog is wide-ranging and includes topics as diverse as the impact of COVID 19, continuous development and the use of PR by foreign powers
  - c. We run a series of webinars which gave members insight into different markets, for example India, Cambodia, Vietnam, UAE, Italy, Switzerland
  - d. We developed the Douglas Smith Award for students.

- A significant number of our members are based outside the UK so we have voiced the need to digitalise more and more activities with CIPR. Our members benefited from changes at the CIPR due to COVID-19:
  - a. Influence magazine turned digital
  - b. Chartership Assessment became available online
  - c. Some CIPR trainings were available in digital (both live and on-demand) format
  - d. CIPR International upgraded our digital channels (ie: Twitter, LinkedIn, Facebook, Instagram)
  
- The committee is also forging stronger links with overseas members and looking at methods of achieving this. There is a strong focus on helping young people and those entering the PR industry and facilitating life-long learning. An exciting new development has been the launch of the CIPR International Mauritius Network last year, which is attracting new overseas members. The 2020 Covid-19 pandemic forced all CIPR International events to be held online. Going forward our strategy will continue to incorporate online events and digital friendly content.