

Global Alliance opens two new offices in Africa and North America

In partnership with Public Relations Society of Kenya and Public Relations Society of America, Global Alliance opens two new offices in Nairobi, Kenya and New York, USA

January 14, 2021. Global Alliance for Public Relations and Communication Management (Global Alliance) announces in partnership with Public Relations Society of Kenya (PRSK) and Public Relations Society of America (PRSA) the opening of two new offices in Nairobi, Kenya and New York, USA to provide liaison and communication support for the various activities and programmes undertaken in the regions of Africa and North America, respectively.

This brings to four the number of Global Alliance offices around the globe. Currently, Global Alliance has its head office in Lisbon, Portugal serving the world and an office in Jakarta, Indonesia, serving Asia Pacific region.

Having offices in Africa and North America will enhance the value the global association delivers to its thousands of members in these continents. “Global Alliance is truly global and its presence must be felt in all the continents, delivering services more effectively and efficiently closer to our members, increasing our diversity and inclusiveness” said the President of Global Alliance and Global Ambassador and Hon. Life Fellow of PRSK, Justin Green. He expressed its gratitude to the Public Relations Society of Kenya and to the Public Relations Society of America for accepting to offer these essential office services.

“This cements Africa’s position and by extension, Kenya’s Public Relations industry; and our contribution to the growth of the PR profession on the global map. We look forward to collaborating in even more programs that will not only grow the African PR Associations but their individual members as well” said Dr. Wilfred Marube, President of PRSK.

“Our strategic commitment with Global Alliance goes back many years, and we look forward to working more closely with them to foster new connections, share information and best practices, and collaborate on projects and initiatives that serve communicators worldwide” said Philip T. Bonaventura, Interim CEO, PRSA.

This brings Global Alliance closer to its members in Africa and North America and is envisaged to fortify linkages and strategic programmes for the benefit of Global Alliance members in these Continents.

Ends

Global Alliance for Public Relations and Communications Management

• Avenida do Brasil, 1 - 7º Sala 3 • 1749-008 Lisboa • Portugal
• info@globalalliancepr.org • www.globalalliancepr.org



Media contact: Mateus Furlanetto, CAO – Chief Administrative Officer – Global Alliance for Public Relations and Communication Management: cao@globalalliancepr.org

About Global Alliance

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing over 300,000 practitioners and academics across 126 countries around the world. It is a not-for-profit organisation based in Switzerland. 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. For more information, please visit www.globalalliancepr.org.

About PRSK

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with membership of over 3000 professionals drawn from public, private, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession. For more information, please visit www.prsk.co.ke.

About PRSA

The Public Relations Society of America (PRSA) is the United States' leading professional organization serving the communications community. PRSA is the principal advocate for industry excellence and ethical conduct and provides members lifelong learning opportunities and leading-edge resources to enhance professional connections and support them at every stage of their career. With nearly 30,000 members, PRSA is collectively represented in all 50 states by more than 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA). For more information, please visit www.prsa.org.

Global Alliance for Public Relations and Communications Management

• Avenida do Brasil, 1 - 7ª Sala 3 • 1749-008 Lisboa • Portugal
• info@globalalliancepr.org • www.globalalliancepr.org