



## **Global Alliance AGM elects new Board 2020**

**Global Alliance President Justin Green presented the 2019 Annual Report, providing an overview of the key activities and initiatives conducted by the Global Alliance in 2019**

**Dublin, Ireland, April 19 2020** - The Global Alliance for Public Relations and Communication Management 18<sup>th</sup> Annual General Meeting was held on Sunday 19 April remotely due to Covid-19 restrictions regarding travel and public gathering. A candle was lit by the President in solidarity with all those who have lost their life globally to Covid-19, in support of our frontline workers and colleagues who are directly involved in the battle against the pandemic.

Global Alliance President Justin Green presented the 2019 Annual Report, providing an overview of the key activities and initiatives conducted by the Global Alliance in 2019. Membership currently stands at 77 which represents an increase of 55%. Increased financial stability was achieved during 2019, with overall income up by 49% year on year.

Highlights and achievements in the past year included improved organizational structures, offerings and business model. As a member organisation, accountability, transparency and sound corporate governance are vitally important. An extensive review of the Bylaws was undertaken with changes made and the introduction of eleven new Policy Documents implemented to guide both the current board and future directors.

2019 saw a major reinvestment by Global Alliance to enhance our Membership Benefits, improving advocacy, education, training and skills and knowledge sharing. In July, we established a full-time professional office co-located with APCE in Lisbon, Portugal and in December a regional hub in Jakarta, Indonesia, located at LSPR Communication & Business Institute. Also, introduced was the members monthly Newsletter connecting our global profession and providing key industry insights.

The second half of 2019 was truly memorable with plenty of standout moments from our global partnership with Public Relations Society of America (PRSA) at their conference in San Diego to Global Alliance holding its first ever regional conference in Hangzhou, China in conjunction with the Public Relations & Global Communications.

We continued to strengthen our commitment to the rollout of the Global Capabilities Framework developed in partnership with University of Huddersfield, UK, ensuring free access to all members until the end of 2020. While the establishment of six Regional Councils: North American, Asia Pacific, Latin America, Europe, Africa and India-Middle East has helped increase our reach across the world profession.

The AGM agreed to a change in by-laws which are now more inclusive than ever before, working closer together worldwide. These changes have met with widespread global support, allowing the organisation to become stronger, richer and true to our mission.

The new elected board of directors who will commence their appointments 1 July 2019 were elected by the AGM.

The incoming board includes leading professionals, academics and industry association leaders, with representation from every continent. Incoming members are listed and marked in bold below:

<b>Position</b>	<b>Name &amp; Member Affiliation</b>	<b>Term</b>
President	Justin Green, PRII - Public Relations Institute of Ireland (Ireland)	June 30, 2021
Immediate Past-Chair	José Manuel Velasco, Dircom - Communication Directors (Spain)	June 30, 2021
<b>Treasurer</b>	<b>Philip Bonaventura, PRSA – Public Relations Society of America (USA)</b>	<b>June 30, 2022</b>
Secretary	Fiona Cassidy, PRINZ - Public Relations Institute of New Zealand (New Zealand)	June 30, 2021
Delegate-at-Large	Alastair McCapra, CIPR - Chartered Institute of Public Relations (UK)	June 30, 2021
Delegate-at-Large	Sarah Hanel, CPRS - Canadian Public Relations Society (Canada)	June 30, 2021
Delegate-at-Large	Hamilton dos Santos, ABERJE - Brazilian Association for Business Communication (Brazil)	June 30, 2021
Delegate-at-Large	Prita Kemal Gani, APRN - Asean Public Relations Network (Indonesia)	June 30, 2021
<b>Delegate-at-Large</b>	<b>Yin Xiaodong, PRGC - Public Relations Global Communication (China)</b>	<b>June 30, 2022</b>
<b>Delegate-at-Large</b>	<b>Amith Prabhu, The Promise Foundation (India)</b>	<b>June 30, 2022</b>
Delegate-at-Large (Academic/ Research)	Ángel Alloza, Corporate Excellence (Spain)	June 30, 2021
<b>Delegate-at-Large (Academic/ Research)</b>	<b>Dr. Amybel Sánchez de Walther, USMP – San Martin de Porres University (Peru)</b>	<b>June 30, 2022</b>
<b>Delegate</b>	<b>Paula Portugal Mendes, APCE - Portuguese Association of Corporate Communications (Portugal)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at-Large</b>	<b>Gonca Karakaş, Tuhid - Turkish Public Relations Association (Turkey)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at-Large</b>	<b>Luis Martin Gomez, Fundacom (Ibero America)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at-Large</b>	<b>Richard Wang, PRGC - Public Relations Global Communication (China)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at-Large</b>	<b>Silvia Arto, COM-ENT - Communication &amp; Entreprise (France)</b>	<b>June 30, 2021</b>

<b>Regional Delegate-at -Large</b>	<b>Peter Mutie - Peterson Integrated Communication Institute (Kenya)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at -Large</b>	<b>Dr. Rotimi Oladele, NIPR – Nigerian Institute of Public Relations (Nigeria)</b>	<b>June 30, 2021</b>
<b>Regional Delegate-at -Large</b>	<b>Dr. Wilfred Marube, PRSK – Public Relations Society of Kenya (Kenya)</b>	<b>June 30, 2021</b>

The President thanked outgoing board members for their huge contribution made to Global Alliance: Dr. Marcia DiStaso from University of Florida (USA), Jane Gitau from African Public Relations Association (Africa), Candy Hernandez from LSPR Communication & Business Institute and Joe Truncale former CEO of Public Relations Society of America (USA).

“Today, Global Alliance is a global, diverse and multicultural organisation representing professionals across all religions, cultures, societies and races. Thanks to our members commitment, the new improved Global Alliance now plays a much stronger role in representing our profession and promoting ethical standards and professional development worldwide. We are fully committed to the Global Principles of Ethical Practice in Public Relations & Communication Management. Adopted worldwide by your members, we continue the work to see these principles endorsed and formally recognised by major global organisations so the highest ethical standards become our profession’s baseline.” said Justin Green, President Global Alliance.

#### **About the Global Alliance**

The Global Alliance for PR and Communication Management ([www.globalalliancepr.org](http://www.globalalliancepr.org)), is the confederation of the world's major public relations and communication management associations and institutions, representing over 280,000 practitioners and academics across 126 countries 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.

For further information please contact:

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