



PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA

23 January 2017

Dear Colleague

PUBLIC RELATIONS CONSULTANTS' CHAPTER OF PRISA (PRCC)

The Public Relations Consultants' Chapter of PRISA (PRCC) has been active since 1996. We invite your company to become a part of this initiative to further the aims of the public relations consulting in southern Africa.

As a member of the PRCC you are automatically entitled to a free listing on PRISA's website and in a computerised consultants' directory designed to match the ever-increasing number of enquiries received by PRISA from international and local companies with the specialist services provided by PRCC members. All you need do is complete the attached membership form and questionnaire, so that we can enter your branch details on the PRCC database.

Membership of the PRCC also entitles your staff to reduced rates at PRCC networking functions and the right to participate in any Chapter initiatives. Membership by additional staff entitles the individual to attend PRISA workshops and functions at member rates. The objectives and membership requirements of the Chapter are included below.

MEMBERSHIP REQUIREMENTS

At least one senior staff member of the consultancy must have individual registration as a PRISA member and qualify for the SAQA recognised designation of Chartered Public Relations Practitioner (CPRP) or Accredited in Public Relations Practitioner (APR).

Additional staff join PRISA at the Affiliate level of registration at the special annual fee of R1 274 including VAT.

Fees are paid annually.

The structure has been kept as simple as possible. By falling under the auspices of PRISA, we have access to the considerable resources of a well-established organisation. This arrangement also prevents duplication of functions and minimises administrative costs.

The strength of the PRCC depends on the support and involvement of large and small public relations consultancies throughout the country. Much has been said over the years about what is lacking in the industry; this is your chance to do something about it.

Please let us have your completed application form as soon as possible. We look forward to welcoming your consultancy as a new member of the Chapter.

Sincerely

Susan Richardson

PRCC Administrator

Public Relations Consultants' Chapter of PRISA

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**APPLICATION FOR MEMBERSHIP OF
THE PUBLIC RELATIONS CONSULTANTS' CHAPTER (PRCC)**



Name of consultancy:	
Company VAT No:	
Postal address PCode	
Tel	Fax
E-Mail	Cell
PRISA individual member – consultancy contact:	email:
Director:	email:
Director:	email:
Director:	email:
Director:	email:
Number of client services employees:	With PRISA Affiliate membership application forms attached
Location of local/overseas associations offices (towns, cities)	
Professional corporate membership	
International associations:	

Areas of specialisation. Please tick where applicable

Accountants	Electronics	IT / High tech	Raw materials
Advertising/Marketing	Energy	Legal affairs	Regional development
Agriculture	Entertainment/Leisure	Leisure industry	Religious
Airlines & Civil aviation	Event Management	Luxury goods	Retail industry
Ambulance service	Exhibition industry	Mail / Delivery services	Retailing investment
Animal welfare	Export trade	Management consultants	Security / Safety industry
Architects	External communication	Manufacturing	Shipping industry
Armed services	Fashion/Beauty/Footwear	Media/Publishing	Social issues
Arts	Film & Video industry	Mining/Metals	Social media
Auctioneers	Finance/Banking	Motor Industry	Societies and Associations
Audio equipment	Fire services	Museums	Sponsorship
Book magazine launching	Food/Beverages	Music & Show business	Sport
Business office equipment	Furnishing industry	Non-profit	Stakeholder management/engagement
Charities & Welfare	Government - local/national	Oil/Petroleum Industry	Strategic Communication
Chemical	Health care/Medical	Paper, Board & Packaging	Strategic planning
Conservation /Environment	Heating & Ventilation	Pharmaceutical & OTC	Technical & Scientific
Construction / Engineering	Horticultural & Gardening	Photographic/Optical industry	Telecommunications
Consumer	Hotels & Catering	Plastics & Rubber industry	Television & Radio industry
Cosmetics / Beauty	Household goods	Police	Textile trade
Crisis Communication	Industrial equipment	Political parties/Pressure groups	Theatre & Ballet
Communication audits	Information technology	Print & Reprographics industry	Tobacco industry
Defence industry	Insurance	Professional Services	Toy & Games industry
Design industry	Internal communication	Property / Buildings industry	Transport
DIY industry	International affairs	Public utilities	Travel/Tourism
Education & Training	Investor Relations	Publishing industry	Women's interests
Electrical industry			Youth matters

Other - Please specify

.....
Add-on services.

Please tick which are offered in-house. () Graphic design () Repro () DTP

Date of application:

PLEASE COMPLETE THIS FORM AND SEND IT TOGETHER WITH A COMPANY PROFILE OF NO MORE THAN **250 WORDS** AND A **SECOND 50 WORD PROFILE** FOR THE WEBSITE. Proof of payment to:

info@prisa.co.za

FOR OFFICE USE ONLY :	APPROVED BY:	
	SIGNATURE	DATE

REMARKS:

BENEFITS OF MEMBERSHIP OF THE PUBLIC RELATIONS CONSULTANTS' CHAPTER

OBJECTIVES

1. To unite consultants countrywide under the PRISA umbrella
2. To provide a forum for networking and professional development
3. To gain credibility for public relations consulting nationally
4. To professionalise the public relations consulting industry
5. To foster links with allied industries and international consultants

ACTIVITIES

1. Annual PRISA PRISM Awards – recognising Excellence in Public Relations and Communication Management
2. Organise networking and professional development functions
3. Facilitate the employment and training of disadvantaged public relations practitioners in established consultancies
4. Lobby and liaise with government
5. Publish standard client/consultancy and employment contracts for members

BENEFITS

1. Participate in the PRISA Public Relations Consultancy Management Standards. If you are interested in pursuing these standards please contact PRISA office.
2. Automatic membership of The International Communications Consultancy Organisation (ICCO)
3. Listing on PRISA's website with consultancy's best 50-word profile
4. Listing on the PRISA referrals list
5. Discounts for PRCC events
6. Access to client/consultancy agreement
7. Monthly networking – industry relevant topics e.g.
 - Measurement standards
 - PRISM awards

STRUCTURE

The chapter is made up of a voluntary committee in the Gauteng province, with a chairman and office bearers. Representatives may also be elected from other provinces. The chairman represents the PRCC on the PRISA Board and its Executive Committee.

MEMBERSHIP REQUIREMENTS

At least one senior staff member of the consultancy must have individual registration as a PRISA member and qualify for the SAQA recognised designation of Chartered Public Relations Practitioner (CPRP) or Accredited in Public Relations Practitioner (APR).

Additional staff join PRISA at the Affiliate level of registration at the special annual fee of R1 086 including VAT plus R228 = R1 314

Fees are paid annually.

FEES FOR 2017 - January to December or part thereof

Fees are payable annually and include VAT. These are as follows:

Consultancies employing 1 client services personnel	R 652.00
Consultancies employing 1 – 2 client services personnel	R1 304.00
Consultancies employing 3 - 6 client services personnel	R 2080,00
Consultancies employing 7 - 10 client services personnel	R 4 367.00
Consultancies employing more than 10 client services personnel	R 6 454.00