

PROGRESSIONS

Continuing Professional Development for the public relations and communication profession

What is included in this pack?

- ✓ Introduction and Benefits
- ✓ How PRogressions works
- ✓ PRogressions – getting started
 - Review (where are you now?)
 - Planning (where are you going?)
 - Learning & activities (development plan)
 - Reflection (what progress have you made? – your record)
- ✓ Professional Practice
- ✓ Education, Training & Development
- ✓ Personal Development
- ✓ Further guidance and skills framework
- ✓ Levels of Practice

“A profession is a noted work-field in society, characterized by a growing body of knowledge and participation criteria including an ethical code” Ivan Latti

It features:

Committed service in a recognised field
A respected way of earning a living
Continued and focused knowledge growth
Functional independence observation, analysis & judgment, motivation)
Conduct criteria including a code of ethics and professional standards

Continuing professional development (CPD) is a joint initiative by PRISA and the Business Chamber of the Services Seta. Its objective is to enhance the profession by growing its professionals and the body of knowledge. This partnership will be known as Progressions and each three-year programme will lead to upgrading of a level of practice or the maintenance of the globally recognised Accredited Public Relations practitioner (APR) registration. PRogressions is aligned to the life-long learning concept and meets the objectives of the Skills Development Act.

PRISA has been mandated by the Council for Communication Management (CPRCM) to manage CPD and certification of practitioners in partnership with the Business Chamber of the Services Seta.

CCM members are: SAIF, EXSA, PRCC, Sacomm, IABC, MACE, GCIS and PRISA.

PRISA is a founder member of the Global Alliance for Public Relations & Communication Management.

Introduction

Like any other growing profession or industry, public relations and communication management is fiercely competitive. So how do you make sure that you retain your own competitive advantage and always exceed the highest expectations of your clients and employers?

Take control of your own professional future now and register with PRISA's continuing professional development (CPD) scheme *PRogressions*. CPD is quite simply any learning you need to be able

to do your job as well as possible, or to develop your career. It is also any development you do for others in the form of mentoring, coaching, part-time lecturing, presenting research, etc.

PRogressions is not a training course. It is a programme to help you structure and monitor your own development so you can achieve your goals. It consists of formal education and training, professional practice and personal development.

What is *PRogressions*?

PRogressions is a programme that enables public relations and communication professionals to assess their own strengths and weaknesses and then plan and record their development. It is the systematic updating and development of skills, knowledge and competence which takes place throughout your working life.

PRogressions is designed to fit in with your natural career progression, regardless of the sector in which you work or your level of experience.

Continuing - represent a commitment to lifelong learning and growing the profession

Professional - reflects a link to maintaining professionalism

Development - shows it is more than just formal training

***PRogressions* aims to**

- ensure you have the necessary technical knowledge, understanding and skills in keeping with current legislation, practice and technology
- provide you with the opportunity to also develop the interpersonal and managerial skills you will need to help you in your career
- help practitioners returning to work after a career break or those whose route to registration differs from the current PRISA career path
- maintain the confidence of employers and the general public in the standard of the PRISA registration and your professional competence as a PRISA practitioner.

Through commitment to CPD you are developing yourself, your juniors and your profession. It is a winning formula for success.

CPD targets should not be difficult to achieve.

PRogressions involves any activity that enhances or improves an individual's personal and business knowledge and skills.

With *PRogressions*, professional development is divided into three categories:

- Professional Practice
- Education and Training
- Personal Development

To ensure all-round development, PRISA recommends that you include activities from all three categories throughout your plan.

If you need more suggestions, refer to Appendix B. This is a guide to the skills required for each of the different levels of experience within the public relations and communication profession.

Why do we need it?

To ensure the future development of our chosen profession - to grow its professionals and the body of knowledge.

What are the benefits?

Although you are responsible for your own CPD, it is not something you are expected to do all on your own. In addition to the benefits you gain from doing CPD, there are also benefits for your employer and for your clients/customers. It is therefore a partnership between you and your employer, with the support and involvement of PRISA and the Business Chamber of the Services Sector Education & Training Authority (SETA).

"Taking part in CPD is worthwhile for many reasons. These include career development, maintaining and improving standards of practice, expanding your areas of expertise, facilitating and managing change, and assuring quality of service."

The benefits to you

CPD promotes a systematic approach to the process of learning and development, which means you will:

- be more likely to keep up to date with new developments
- have improved professional competence through the development of technical knowledge and skills
- increase your personal effectiveness through the development of broader skills
- have enhanced career prospects and increased job satisfaction
- have greater flexibility at work and find it easier to adapt to change
- have a detailed portfolio to help with updating your CV and preparing for appraisals and interviews
- be able to upgrade your professional practice level after completion of a cycle of CPD
- have a competitive advantage in the eyes of clients and employers
- receive recognition in the PRISA publication, *Communica*
- have a structured way of addressing your training/skills needs as they relate to your career aspirations
- have control of your career progression
- be able to demonstrate your commitment to exploring the latest ideas and methodologies
- have a road to internationally recognised Accreditation (APR registration)
- be required to complete CPD for the maintenance of APR registration
- be an ambassador for the profession and promote its value
- be an active contributor to the profession's body of knowledge.

The benefits to your employer

Your employer benefits from supporting your CPD activities by:

- your increased motivation to learn and improve performance, thus contributing to greater effectiveness in achieving business objectives
- having a multi-skilled, efficient and flexible workforce
- increased customer satisfaction and an enhanced reputation of the organisation
- assistance in the achievement of quality standards such as Investors in people or ISO
- participation creates a workforce which is serious about its profession and thus its organisation and clients
- it provides a training/skills and development record to link to the Workplace Skills Plan and also to performance reviews
- it promotes a culture of mentoring and coaching in the workplace.

How *PRogressions* works

PRogressions is a programme designed to work for you and to fit in with your own development. Use it as a framework to build on the skills you need to fulfil your potential.

to complete *PRogressions* you must provide evidence of attaining a minimum of 30 CPD points for professional development in a year. This should include at least 15 points for professional practice.

After three years you must have obtained a minimum of 100 points on CPD to upgrade to the next level of practice or to maintain your APR registration. However, at the end of each full year you will receive acknowledgement of your commitment to the scheme after you have send your Reflection Record and supporting documents to the CPD administrator.

A step-by-step guide to *PRogressions* follows:

In summary, the scheme works like this. After reviewing where you are now, you set yourself targets for the next 12 months and write them down on your plan for the next year, and so on.

Keeping track of *PRogressions* could not be easier. Printed records are available on the website or, if you prefer, you can set up records online.

PRogressions also shows you how to plan, record and reflect on your learning and activities so you are better placed to manage the change all around you and be even more successful in the future.

PRogressions includes a matrix of skills for each level of practice to help you assess yourself and develop your personal plan.

***PRogressions* – getting started**

Although there is always an element of chance in life, planning and initiative are vital tools to help you achieve success. To this end, *PRogressions* will help you to:

- Review your current situation and recognise your learning needs
- Prioritise these needs to make clear objectives
- Find and take part in relevant learning or other activities
- Reflect on your performance and highlight your achievements

PRogressions is a questioning document. It encourages you to think about your experiences, knowledge and skills, and about what you need to know more about. In practical terms, *PRogressions* will provide you with:

- An aid to your self-development
- A diary of your training and learning
- An opportunity to reflect on your personal and professional development plans and progress
- A tool to assess and plan your contribution to the development of your profession.

A question of balance

Many aspects of life are about getting the right balance and CPD is no exception. Both your professional and personal development are important and PRISA's *PRogressions* takes this combination into account.

Your overall aim should be to achieve a suitable balance between:

- Short-term vs long-term needs
- Public relations and communication skills vs broader skills
- Opportunities vs restrictions

It is important to include a combination of short, medium and long-term goals in your plan. You are likely to achieve many of your objectives within two years, but you should also think about those objectives which will take longer to achieve (eg completing a further qualification or becoming a leading in your profession). Your plan should also consider a mix of specific knowledge and broader skills to support your overall professionalism. Finally, you should take into account not only what opportunities and support is available, but also of any restrictions such as cost, time and conflict with other commitments so that your plan is realistic.

To summarise

- Familiarise yourself with all the *PRogressions* information
- Assess your current knowledge and skills base. Then consider on which areas you would like to concentrate
- Complete your 12-month Development Plan. To help you, refer to the kinds of activities that you can undertake as part of *PRogressions*. If you are unsure about which areas you need to improve, use the appendix B which gives you an outline of what your knowledge and skills should be, depending on your level of practice
- Send a photocopy or email a copy of your Development Plan to the CPD administrator at PRISA (keep the originals)

- Transfer the information from your Development Plan to the Development Record so that you can keep track of your progress. If you are using the printed sheet, keep it in an obvious place, such as on a pinboard near your desk; as a reminder to keep on top of the targets you have set yourself
- After one year you will be asked to submit your first Development Record and to prepare your second 12-month Development Plan.
- PRISA is there to support you throughout your plan so if you have any queries or concerns, please do not hesitate to contact us - info@ prisa.co.za

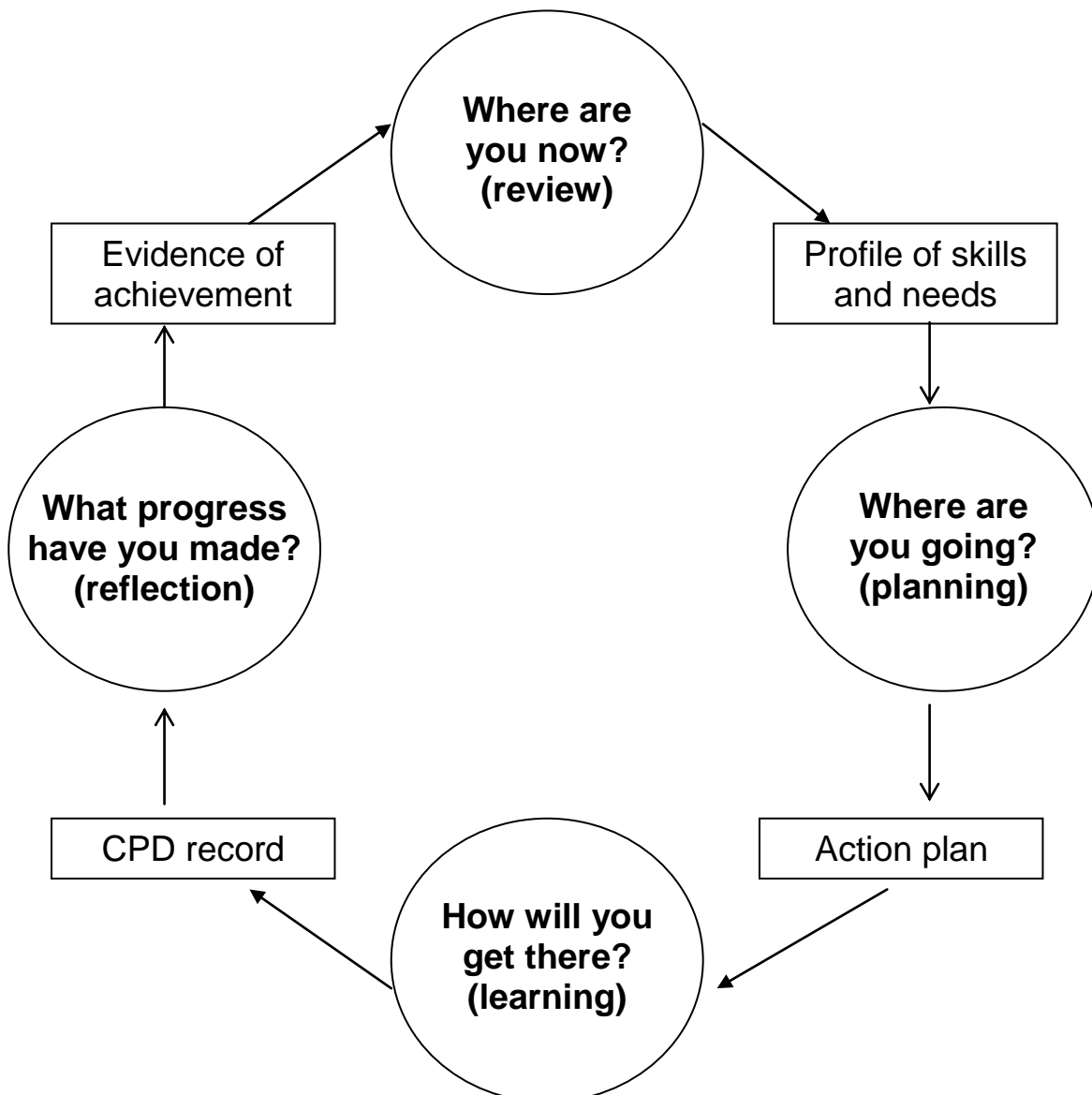
Using *PRogressions*

One of the key strengths of PRISA is the diversity of experience, roles and qualification of its practitioners. *PRogressions* is a flexible framework to accommodate this diversity. It is not prescriptive – you do not have to stick rigidly to every detail, but should rather use it as a tool to help you meet your own CPD needs.

The four-stage cycle takes you through all the necessary steps to check your current situation and identify you learning objectives, find and take part in suitable activities and reflect on your progress.

The framework links back to the basic questions:

- Where are you now? (Review)
- Where are you going? (Planning)
- How will you get there? (Learning & Activities)
- What progress have you made? (Reflection)



PRogressions is a working document to help you use CPD to improve your performance in your current job and help your future development. As CPD is part of a lifelong process of learning, we recommend you review your plan at least once a year. However, it is beneficial to check your progress and update your targets more frequently if time permits.

The most important thing to remember is that this is your document so you can use it in any way that suits you best. The forms for each of the stages have been specially designed so that you can print them out and file them separately if you want to. Why not set up a personal development file?

This could include a reference section with the guidance parts of *PRogressions* and further sections for each of the four stages using photocopies of the forms as necessary. You could then also use this to collect your own materials such as other information on CPD, and more personal documents such as notes from training courses/other learning activities, certificates of attendance, your CV and records for performance appraisals. All these records make up your portfolio.

REVIEW – where are you now?

You can build the foundation for effective CPD by taking stock of your achievements, experiences, skills and qualities in relation to both your personal and professional life. As with other areas in business, identifying what you have already achieved provides a sound basis for planning for the future. This stage therefore helps you to get a true picture of yourself as a starting point for action.

If your plans for keeping up to date and developing yourself further are going to work, they need to be based on an honest appraisal in three key areas:

- Core skills – areas of expertise
- Areas for improvement
- Future challenges and opportunities

When you consider these areas, you will probably find it helpful to share your ideas with other people including friends, family, colleagues, your manager or human resources personnel.

This is the same kind of process that you would use to prepare for an appraisal at work, or for a job interview, ie considering your strengths, your weaknesses and any future opportunities or threats (doing a SWOT analysis). Rather than starting from scratch, you can use notes from your last appraisal, preparation for an interview, your CV or your job description as the basis of this stage.

PLANNING – where are you going?

Having completed your review, the next step is to set yourself specific targets in the form of a CPD action plan. Most of us already make plans to help us with our everyday activities (eg writing shopping lists or 'things to do' lists at work) and the same principles apply to planning for CPD. Without targets your CPD activities are likely to lack direction and therefore be less effective.

However, before you begin this process, you should remember that the benefit of setting targets is much greater if they are SMART targets:

- S**pecific – define exactly what it is that you will accomplish
- M**easurable – to give direction so you know what you have to do to meet your goal
- A**gree/Accepted – agreed with necessary people in terms of time, cost and support
- R**ealistic – be ambitious, but don't aim too high
- T**imed – set yourself deadlines for achieving your goals.

Using the above as a guideline, an example of a SMART target related to developing knowledge of spreadsheets would be:

“To be able to set up a basic Microsoft Excel spreadsheet through self-study and relevant training by the end of December”.

In addition to your SMART targets, your plan should also include specific action points to show how you will meet your targets and success criteria to show how you have achieved them. When deciding on action points, questions you will need to ask yourself include:

What level of competence do you want to reach?

Aware?
Capable?
Skilled?
Expert?

Where do you learn your best?

At work?
On courses?
Classroom?
Library?
At home?

How do you learn best?

Attending talks?
In groups?
On your own?
Hands-on?
Watching others?

What support materials do you prefer to use?

Books/journals?
Computers?
Study packs?
Audio/video?

Drawing up your CPD programme is just like managing any other project. To achieve your key objectives you need to set specific targets, taking into account timescale, cost, environmental/personal and performance factors.

Learning and activities

DEVELOPMENT PLAN

How will you get there?

Having completed the review and planning stage, you are now ready to start implementing your CPD action plan. This is when you will start to reap the benefits of your initial work, as you will now have a clear sense of direction for your CPD activities.

A vital aspect of this stage is keeping a record of all the learning and other activities you do. This is important because it will help you to:

Check your progress towards your targets

- Ensure you have accurate information about your training and development for reference purposes
- Get credit for CPD activities other than formal training courses which you may not have previously recognised
- Provide evidence of CPD activity if required
- Prepare for performance appraisals
- Update your CV and prepare for job interviews
- Reflect on what you have done and start planning your future career development.

It is important to check that your CPD record represents a complete picture of all of the CPD you have undertaken. You should therefore take care to include all unstructured CPD activities. Although you should concentrate on planned CPD activities, you should always be able to recognise and use unplanned opportunities which may arise and include them as part of your record.

If you are involved in any activity which did not feature in your development plans but from which you learn something, record it and consider whether it applies to any of your specified targets or whether it may contribute to a new target in the CPD cycle.

Finally, it is also important to remain flexible and re-plan activities if your situation changes (eg if you start a new job which means that some of your planned activities may no longer be relevant whereas others may take on more importance).

You should update your CPD record on a regular basis and list all of your CPD activities. Entries in your record should show the following information:

- Type of activity
- Details of the activity such as title/subject area/venue/resource used
- Dates(s) of the activity
- Time spent on the activity.

As well as recording details of your CPD, you should also keep any certificates you receive for attendance at meetings or courses.

'Remember; mentoring and coaching also form part of CPD activities and should be planned and recorded.'

Reflection

DEVELOPMENT RECORD - What progress have you made?

This final stage of *Progressions* is a vital one in the CPD process as it aims to evaluate what you have learnt or shared and how you can put this into practice at work or in the development of your profession. Once again, there are some useful questions to ask yourself during this stage:

Have you achieved the targets in your action plan?

- Achieved fully? Achieved partially? Not achieve at all?
- If not achieved, why not?
- Achieved within set timescale? Do you need more time?
- Have you reached your desired level of competence?

What improvements can you see as a result of your activities?

- Taking on more responsibility at work/promotion?
- Increasing confidence to tackle more complex tasks?
- Better working relationships with colleagues?
- Now able to increase range and quality of services offered?
- Further extended client base

How are you going to use your new knowledge and skills?

- Have you set yourself an action point to implement learning?
- Improving procedures/quality of service within current role?
- Developing a new project?

What are you going to do next?

- Continue with targets which need more time?
- Continue where higher level of competence is now required?
- Seek formal recognition/qualification?
- How has your personal situation changed?
- Any new areas of interest?

What contribution have you made to your profession?

- Growing the Body of Knowledge
- Growing your professionals
- Leading the profession

This reflection stage deserves special attention as it produces a summary of the outcome of your efforts in terms of achievements made and benefits gained. Such a summary shows how you have met your original targets and is another useful tool in preparing for a performance review, updating your CV or preparing for an interview.

If you realise you did not achieve a target, you should think about whether it was unrealistic or whether you simply chose the wrong activities to meet your development record. This will help you to decide whether to go back and re-define the target or to choose different activities to help you meet the original one. Alternatively, it could be that your own needs have changed – this should be fed into your next review and development of a new action plan, thus beginning the cycle once again.

PROFESSIONAL PRACTICE

PRISA Support and Evaluation

In order to uphold industry standards, PRISA will monitor the progress of every practitioner signed up to *PRogressions* to ensure that, upon completion, they have met a required set of criteria (see 'Success Criteria and Evidence').

Before upgrading to the next level of practice, PRISA's Quality Management Unit (QMU) must be satisfied that a practitioner has provided sufficient quantitative and qualitative evidence of having gained a minimum of 30 points on *PRogressions* in a year (and 100 points over three years).

The *PRogressions* Process

Once you receive your *PRogressions* pack, you have 28 days to complete and return your first Development Plan. If within this time you require assistance, contact the CPD administrator at PRISA's QMU and we will help you with any concerns or difficulties. You are welcome to submit a draft plan for discussion if you think it may help.

We will contact you three months after your 28-day deadline to check on progress and to discuss any concerns you may have.

We will contact you again after seven months from the beginning of your Plan and then after 11 months to remind you that your Development Record must be submitted within 28 days.

Once your Development Record has been submitted, you will be supplied with a new 12-month Development Plan for the next year, to be completed within 28 days, and so on.

After each year, your Development Record for the previous year will be assessed by a panel at PRISA's QMU and you will be credited accordingly

Success Criteria and Evidence

Your Development Record should reflect how far you have been able to meet the targets you set out in your plan. Where possible, we ask that you supply evidence of meeting your success criteria. For example, if you have led a seminar or discussion at an event or meeting for public relations and communication practitioners, it would be appropriate to supply an abstract of your talk, or a summary of your slides.

PRISA is there to support you throughout your plan, so if you have any queries or concerns, please contact us.

Professional Practice

Professional practice is any activity that involves making a positive contribution to the public relations and communication profession or upholding industry standards. It can also include undertaking new challenges at work to develop skills required outside your existing role.

The activities listed below are examples only. You can do things that are not on the list but will help you to achieve your aims, provided you supply evidence of success on your Development Record.

Examples of activities

- PRISA /PRCC Codes of Conduct – from understanding to implementation
- Investors in People – from understanding to developing a strategy
- Understanding the legal framework of the public relations and communication profession
- Understanding an designing quality controls
- Staff recruitment, eg interview techniques
- Staff training
- Making a presentation at your place of work
- Industry-related event planning and organisation
- Attending regional and vocational group activities
- Mentoring students on PRISA/SETA recognised courses
- Service on PRISA/SETA regional committees and other structures
- Service on PRISA/SETA working groups
- Assessing/moderating on PRISA/SETA recognised courses
- Lecturing on PRISA/SETA recognised courses (part-time)
- Authoring public relations and communication related books / articles
- Presentation of papers at PRISA/SETA recognised conferences or events
- Entering awards and growing the profession's body of knowledge

NB: for more ideas and suggestions refer to appendix B which gives an outline of the skills required for each of the different levels of practice within the public relations and communication profession.

Education, Training and Development

Education and Training

Education and training is any activity that is undertaken with the specific aim of acquiring or improving the public relations, communication and/or business skills necessary to function effectively at work.

The activities listed below are examples only. You can do things that are not on the list but will help you to achieve your aims, provided you supply evidence of the success of your chosen activity on your Development Record.

Examples of activities

Higher/formal education

 Completing qualification

 Post graduate qualification

Skills programme

Attendance at PRISA/SETA recognised training courses

Attendance at recognised seminars: national, regional or specialist

Recognised distance learning

Study for recognised post graduate programmes

Other work-related study and reading

Possible subject areas

- Media
- IT
- Digital media
- Finance and accounting
- Writing
- Evaluation
- Global markets
- Industry law eg copyright, trade marks, intellectual property rights etc
- Business planning and strategy
- Crisis management
- Public affairs
- Database management
- Events management

NB: for more ideas and suggestions refer to appendix B which gives an outline of the skills required for each of the different levels of practice within the public relations and communication profession.

PERSONAL DEVELOPMENT

Dedicating time to personal development can be enormously beneficial from both a business and a social point of view. It is about making improvements to those less tangible skills such as communication, confidence and presentation.

The activities listed below are examples only. You can do things that are not on the list but will help you to achieve your aims, provided you supply evidence of success on your Development Record.

Examples of activities

- Attending **relevant** workshops, seminars and conferences
- Reading relevant books, articles or journals
- Leisure activities that involve an element of responsibility or organisation – eg coaching or organising a tour
- Voluntary work involving public relations and communication activities in a pro-bona capacity for a charity or professional association
- Participating in workshops ‘beyond the profession’.

Possible subject areas

- Language and communication
- Assertiveness
- Management skills
- Negotiating skills
- Time management
- Creativity and creativity management
- Team work
- Networking
- Presentation skills
- Interview skills (either as employer or employee)
- Meeting techniques
- Delegation and supervision
- Motivation and leadership

NB: for more ideas and suggestions refer to appendix B which gives an outline of the skills required for each of the different levels of practice within the public relations and communication profession.

FURTHER GUIDANCE

Although we understand you have many competing pressures on your time, both at home and at work, we hope you have been able to take a few moments to read through *PRogressions* and that you have realised how simple and effective adopting a more structured approach to your CPD can be. To re-cap some of the main points from this document and to help you begin your journey using the *PRogressions* framework, we have drawn up a checklist.

Quick Checklist

DO

- Be innovative about what you include in your CPD programme
- Adapt the framework provided in *PRogressions* to meet your individual requirements
- Keep full details of all CPD activities in which you are involved
- Update and adapt your plan according to changing circumstances
- Take time to reflect on and evaluate your CPD activities
- Use the support and experience of colleagues and other PRISA practitioners in your area
- Seek advice from PRISA's Professional Development Section

DON'T

- Interpret CPD too narrowly and restrict yourself to conventional 'training' activities
- Neglect your wider knowledge and skills which are also an essential part of your professionalism
- Forget to discuss your progress with your line manager as part of your performance review
- Forget your significant role in building the profession and growing the body of knowledge

How are CPD points allocated?

Basically it is one point to one hour of CPD activity. In some activities, like formal education eg MBA, these points will be proportioned and application can be made for your thesis to be your CPD contribution to the profession's body of knowledge by making a presentation at a national conference, or its donation to the professional association's library, etc. some activities are ongoing, such as mentoring and coaching and these allocations have been benchmarked against other professional associations.

Training/Skills Framework for the Public Relations Profession

Levels of Practice

Pre-professional levels (learners, affiliates and associates)

Progression 1 – Associates 1 – 3 years experience

PROFESSIONAL STARTERS/TECHNICIANS

Specific initial knowledge and skills essential to develop their public relations and communication management careers, from assistants to junior practitioners.

Professional levels

Progression 2 – Practitioners: PR (3 – 6 years)

OPERATING PRACTITIONERS

Development, knowledge and skills, necessarily gained over a period of time, to become a fully rounded and experienced public relations and communication practitioner.

Progression 3 – Managers: CPRP (6 – 10 years)

MANAGEMENT PROFESSIONALS

Development, knowledge and skills, necessarily gained over a period of time, to become a fully rounded and experienced public relations and communication manager.

Progression 4 – Strategist: APR (10+ years)

EXPERIENCED PROFESSIONAL STRATEGIST, SPECIALISTS AND DIRECTORS

The continuing development phase from functional to team or group management responsibility to senior counselling, management and strategy.

CPD is a process of development

Simply, top levels giving and sharing and the lower levels of practice taking and growing. Here is an illustration of how practitioners at different levels would participate in CPD (Note: there should be a balance of activities within each sector):

Levels of Practice	Education & Training	Personal Development	Professional Practice
APR	5%	20%	75%
CPRP	15%	35%	50%
PRP	25%	40%	35%
Associate	35%	40%	25%
Affiliate	50%	35%	15%
Learner	75%	20%	5%

PROGRESSION 1

Associates: 1 – 3 years experience

Professional starters/technicians

Specific initial knowledge and skills essential for those to develop their public relations and communication management careers, from assistants to junior practitioners.

Knowledge

- Media Channels – print, radio, TV, Web, WAP, Kiosk, Games/interactive devices (Sony Playstation2, e-books, electronic organisers), BT's Smart Space.
- The nature of on-line richness, reach, transparency, porosity and Internet agency
- Media communications – Press, e-mail, bulleting boards, Usenet, Chat, Instant Messaging, web cast, sound, video and graphics
- Tools – PC (modem/Internet uses inc.: e-mail, browser, search engine, Usenet), word processing, data bases, Web site building, Voice recognition, Digital still movie imaging
- Relationship communication, interactivity off-line/on-line
- Constituencies (communities, publics, stakeholders)
- Nature of data, information, knowledge and its management
- Management of information (including management of e-mail and news/information feeds)
- Off-line/on-line information flow
- Off-line/on-line monitoring
- Understanding the Web site traffic
- Virtual and non-virtual relationships
- Maintaining client relationships
- Creativity – understanding its role in public relations activities e.g. know how to run a brainstorm session and the roles and involvement of other participants. Knowledge of other creative techniques
- Understanding marketing communications disciplines
- Relationship management – traditional and on-line marketing disciplines
- Understanding the business context
- Financial awareness
- Codes of conduct – PRISA/PRCC

Business skills

- Database management
- Research techniques (off-line/on-line)
- Maintaining research and information databases
- Web site/database integration
- Presentation techniques (off-line/on-line)
- Meeting practices (off-line/on-line)
- Team working (off-line/on-line)
- Accounting
- Networking
- Carrying out desk research/application of search/monitoring and analysis software tools
- Understanding how Investors in People impacts on employees
- Time management

Public relations skills

- Briefing a photographer (including digital, movie, graphics and editing)
- Briefing designers (off-line/on-line)
- Maintaining content databases
- Media liaison techniques (off-line/on-line and Web site owners)
- Negotiating editorial features and interviews (off-line/on-line and Web site owners)
- Event planning and management (off-line/on-line)
- Selecting media to reach identified publics/to create interactive relationships
- Writing for the media and media channels
- Writing for the interactive channels
- Handling editorial enquiries, promotions interactive requests and e-mails

- Editorial planning database management – use of planning softwares
- Applications for use of web site traffic
- Off-line/on-line editorial monitoring
- Off-line/on-line editorial promotions
- TV, radio, web-cast and interactive production and placement
- Print selection, briefing and production management
- Compiling off-line and on-line contact databases
- Making databases interactive
- Interview techniques
- Writing internal publications/intranets
- Staffing exhibitions
- Assisting at conferences
- Creativity – taking part as an effective member of a brainstorm
- Using creative techniques to generate ideas

PRP: 3 – 6 years experience

Operating practitioners

Development, knowledge and skills necessarily gained over a period of time, to become a fully rounded and experienced public relations and communication practitioner:

Knowledge

- Global information and distribution impact
- Developments in interactive virtual communication
- Corporate management of data, information and knowledge
- Creativity and managing creativity – knowledge of other creative techniques; knowledge of the different characteristics of the creative individual
- Impact of technology on public relations practice, back office implementation
- Interactivity
- Ownership of client/manager contact in project management
- Media and techniques, including new media
- Maintaining and building client relationships
- Role of public relations with regards to off-line and on-line advertising, direct mail, relationships management marketing
- Business theory and models
- Copyright, trade marks, internet, NLA requirements
- Codes of practice – PRISA/PRCC

Business skills

- Setting objectives
- Strategic management web strategies
- Meeting techniques (off-line/on-line)
- Presentation techniques (off-line/on-line, virtual)
- Budget setting and control
- Consulting skills (off-line/on-line)
- Negotiating skills (off-line/on-line)
- Networking (off-line/on-line)
- Delegation and supervision (including virtual teams)
- Communication audits (off-line/on-line)
- Influencing and interpersonal skills (off-line/on-line)
- Risk & SWOT analysis
- Securing management support and approval
- The operation of Investors in People
- Time management
- Use of traditional market and Internet analysis
- Understanding and use of content analysis, data-mining, knowledge management
- Structured planning and research

Public relations skills

- Briefing database/interactive content contractors
- Speeches and presentations (off-line/on-line)
- Pitch preparation (including virtual pitching)

- Print selection, briefing and production management
- Developmental and re-active implementation of programmes based on web site traffic data
- Web, interactive, visual sound, print selection, briefing and production management
- Web site design and build briefing
- Event planning and management (off-line/on-line)
- Sponsorship selection, planning and organisation (off-line/on-line)
- TV, radio, Internet channels production and placement
- Selecting external resources
- Managing virtual partners
- Negotiating features and interviews (off-line/on-line)
- Interview techniques (off-line/on-line)
- Client liaison including virtual client liaison
- Preparing public relations briefs
- Briefing designers, photographers, Website builders, interactive and relationship management contractors
- Business writing
- Issue management (off-line/on-line)
- Understanding the different emphases of various communities, cultures, market sectors
- Understanding the nature of transparency, porosity and Internet agency
- Editorial promotions (off-line/on-line)
- Handling off-line and on-line editorial and web master enquiries
- Handling crises
- Counseling and advisory techniques (including virtual counseling)
- Appreciating the range of internal communications materials (off-line/on-line)
- Managing production where activity should, and should not, be used
- Creativity – knowing when to run a brainstorm session; knowing how to use the creative techniques; knowing how to use the creative process; knowing how to manage the creative dimension in public relations activities

CPRP: 6 - 10 years experience

Operating practitioners

Development, knowledge and skills necessarily gained over a period of time, to become a fully rounded and experienced public relations and communication manager:

Knowledge

- Globalisation and vertical constituencies
- Motivation and leadership
- Development/management of internal and external transparency of corporate governance, ethics and codes of practice
- Management of richness (content), reach, transparency, porosity and Internet agency
- Building the firm's culture
- Management of database and interactive strategy
- Management of virtual interactivity
- Objectives and management of back-office integration
- Knowledge management strategies
- Corporate brand equity, product brand equity, promoting and defending the brand equity
- Financial management
- Economics of running a department or consultancy
- Business development
- Creativity/managing creativity – knowledge of how to manage the different characteristics of the creative individual; knowledge of managing creativity in teams and organisations
- Maintaining and building client relationships
- Project management
- Developing new products and practice areas
- Making virtual partnerships work (off-line/on-line)
- Legal framework of PR
- How law applies to the internet
- International law affecting communications
- Business and organisational structures
- Public policy and context
- Regulatory frameworks of clients/employers/virtual partnerships
- Specialist codes of practice, e.g. lobbying

Business skills

- Objective setting (off-line/on-line)
- Development of Investors in People strategy
- Business strategy and the role of public relations within it (off-line/on-line back office and interactivity)
- Integration with marketing communications/disintermediation objectives
- Time management
- Assertiveness and interpersonal skills
- Consulting skills
- Motivation and leadership (off-line/on-line/virtual and partner)
- Analysis of annual reports and financial data
- Environmental and ethical audits
- Human resource planning and management including virtual and partner relationships, monitoring and management.
- Delegation and supervision
- Negotiation skills
- Training and development of individuals and teams including virtual individual contributors/virtual partners and teams
- Motivating virtual teams
- Analysis of the effect of attitude and behaviour change (off-line/on-line)
- Application of software tools for off-line and on-line analysis
- Pre and post campaign testing, using data as a continuous management tool
- Understanding and design of quality controls
- Activity and resource analysis
- Risk analysis

- Recruitment
- Managing conflict
- Writing business plans

Public relations skills

- Application of communication and interactivity during convergence of communications technologies/evolution of developing on-off-line and on –line communications channels
- Liaison with management/client on preparing public relations brief
- Crisis and issue management (off-line/on-line)
- Understanding the implication of international developments in the media and communications channels
- Public affairs
- Preparation of pitches and business presentations
- Speeches
- Communication audits
- Counselling and advisory techniques
- Understanding the different emphases of various market sectors
- Coaching clients/management in interview preparation
- Writing proposals
- Managing internal communications strategies
- Managing the creative work of others and supervising their use of the creative process
- Acting as a reference point, or source, within an organisation, on the use and management of creativity

APR: 10+ years experience

Experienced professional strategists, specialists and directors

The continuing development phase from functional to team or group management responsibility, senior counselling, management and strategy:

Knowledge

- Global nature of transparency, porosity and Internet agency and its influence on management
- Evolution of corporate constituencies (and the effect on old paradigm publics, market sectors and stakeholder communications)
- The significance of data, information and knowledge in development of rich and interactive content for off-line and on-line applications
- The nature of value added contributors (employees, virtual employees, virtual partners) as content providers
- Leadership and motivation
- Changing nature of communications, relationships and interaction
- Management of change
- Corporate and international strategy
- Financial management
- Strategic management
- Building the firm's culture
- Role of company director and board
- Developing an effective strategy for the firm
- Legal framework of global markets
- Global regulatory frameworks
- Public policy and context
- Maintaining and building client relationships
- Knowledge of how the creative dimension can operate within organisations

Business skills

- Management by objective
- Development and instigation of Investors in People
- E-business, e-commerce implementation (for small and large organisations)
- Management of interactive internal and external constituents
- Human resource planning and management. Understanding and managing changed nature of departmental and hierarchical management
- Training and development of individuals and teams (including virtual partners)
- Time management
- Data, information and knowledge management
- Managing multi-country programmes and their global impact
- Conflict management and resolution
- Legal framework
- Ethics and corporate governance
- Recruitment
- Writing business plans

Public relations skills

- Risk, issue and crisis management
- Identifying risks, issues and trends relevant to an organisation
- Writing public relations proposals
- Giving interviews
- Planning for effects of international media developments

REVIEW – Where am I now?



NAME: Year:

<p>Skills / knowledge profile:</p> <p><i>“My areas of expertise / key skills are</i></p>	<p>e. g Knowledge of taxation issues</p> <ul style="list-style-type: none"> • <i>Communications and implementation of communications programs....”</i> • Presenting • Generating new ideas
<p>Short-term development needs:</p> <p><i>“The areas where I could improve my performance are”</i></p>	<p>e. g. use of IT, particularly spreadsheets</p> <ul style="list-style-type: none"> • <i>Strategic planning</i> • <i>Speed reading</i> • •
<p>Long-term personal / career development:</p> <p><i>“In the future I would like to be able to</i></p>	<ul style="list-style-type: none"> • <i>In the future I would like to become a Strategic Communications Specialist in order to provide an end to end communications solution to organizations.</i> • •

PLANNING – Where am I going?

NAME: Year:

	CPD Targets <i>“I aim to”</i>	Possible Activities <i>“I can do this by”</i>	Success Criteria <i>“I will be able to”</i>	Deadline <i>“I will finish”</i>
Professional Practice				
Education & Training				
Personal development				

LEARNING – How will I get there?

NAME: Year:

	Type of Activity	Details of Activity	Date of Activity	Time spent learning
Professional Practice	<i>Research NEPAD</i>	<i>Find all material and books that relates to Nepad Reading and web. Attend Nepad info sessions</i>	<i>March - April</i>	<i>2 month and ongoing</i>
Education & Training	Higher Diploma in Business Management	<i>A year long course in the theoretical education and implementation of business plans, overall organization and management.</i>	<i>1 February 2004 - 2005</i>	<i>12 months</i>
Personal Development	Enroll in new speed reading course	<i>The amount of reading required on a daily basis as a CEO and news and actuality presenter on RSG require many hours of reading. The aim is to read faster and comprehend more info easily.</i>	<i>JULY 2005</i>	<i>8 weeks</i>

NB: You can send a copy of this record sheet if you need to submit records of your CPD activity for any reason.

REFLECTION – What progress have I made?

NAME:

Year:

	Activity	Target achieved?	Main improvements	Further action?
Professional Practice				
Education & Training				
Personal Development				

Susan/CPD/1. CPD reflection

SECTION A:			
	<i>Description of activity</i>	<i>Points awarded</i>	
EDUCATION AND TRAINING (Assessments & Certificates of Competence)			
A1. Higher/formal education			
Formal educational qualifications attained at a recognised tertiary institution.	Formal education	a completed qualification	40
		three quarters of requirements	25
		half of course	15
		one quarter of requirements	10
		one subject	5
Post graduate eg MBA, doctorate, provided it contributes to Body of Knowledge (BoK) and candidate agrees to make presentations, write articles and donate thesis to profession's BoK/library		Assessed on application and dependent on subject matter	
A2. Skills programme			
Specialised programmes	Writing, Public Relations	5 days	20
	Consulting, Investor	10 days	40
	Relations, Certificate in	11 days	42
	Public Relations Practice,	12 days	45
	Certificate in Public		
	Relations Management, etc		
A3. Other			
Self study / Formal study	Beyond the profession eg	40 hours per annum	20
Registered by other relevant	Finance etc	30 hours per annum	15
SETAs/ETQAs		20 hours per annum	10
		10 hours per annum	5
		5 hours per annum	3
SUB TOTAL SECTION A			
	<i>Description of activity</i>	<i>Points awarded</i>	
SECTION B: PERSONAL DEVELOPMENT			
B1. Workshops, seminars, conferences and CPD events (Certificates of Attendance)			
Points are awarded only for the actual hours spent in an educational session. The instructional content must be tied to the public relations and communication management Body of Knowledge including management practices.	Breakfasts, ½ day, 1 day, 2 day and 3 day eg programmes (recognised for points)	Breakfast	3
		½ day	5
		1 day	7
		2 days	15
		3 days	22
	AGMs – regional & national	(1 point per hour)	5
B2. Self-directed informal learning			
Reading of professional journals and books. Updating of knowledge e.g. via television, press, newsletters, Internet. Use of management-related audio and video tapes. Learning new languages		40 hours per annum	20
		30 hours per annum	15
		20 hours per annum	10
		10 hours per annum	5
		5 hours per annum	3
B3. Professional membership/registration			
Relevant professional membership/registrations of national or international bodies. Profession to higher level of practice through certification and CPD		Paid up member of 5 bodies	15
		Paid up member of 4 bodies	12
		Paid up member of 3 bodies	10
		Paid up member of 2 bodies	7
		Paid up member of 1 body	5

B4. Networking, interaction and internet activity			
Networking and interaction; contact hours with people who enhance information, knowledge and skills.	Regional/chapter networking eg events	40 hours per annum	20
		30 hours per annum	15
		20 hours per annum	10
		10 hours per annum	5
		5 hours per annum	3
B5. Learning beyond the profession			
Developing an understanding of business and social science professions outside the domain of public relations and communication management eg assertiveness etc		40 hours per annum	20
		30 hours per annum	15
		20 hours per annum	10
		10 hours per annum	5
		5 hours per annum	3
SUB TOTAL SECTION B			
<i>Description of activity</i>		<i>Points awarded</i>	
SECTION C: Professional Practice (developing the profession)			
C1. Leadership in Public Relations & Communication			
Serving on a profession related recognised board for at least a year.		Served on national board	20
		Served on national council	15
		Led some activities at regional level	10
		Served regularly at regional level	5
		Contributed at least once in organising	3
C2. Team and taskforce contributions			
Part time responsibilities eg relevant advisory committees / project work		40 hours per annum	20
		30 hours per annum	15
		20 hours per annum	10
		10 hours per annum	5
		5 hours per annum	3
C3. Research and publishing – books, case studies, awards			
Points May be earned by conducting research on a topic or by writing and publishing in the field and growing the BoK.	Book	1 st author	25
	Awards /Case studies	Co 1 st author	10
		1 st author	15
	Articles published	Co 1 st author	5
		Article for professional publication	10
C4. Lecturing, presenting assessing, mentoring, coaching			
Points may be earned for the presentation of a related subject (whether in-house or as an instructor of a course, workshop, seminar or conference session), guest lecturer. Points are awarded only for first-time presentations. Teaching a tertiary level course - 20 hours	Short	< 30 minutes	5
	Long	> 30 minutes	10
	Lecturing approved programmes	1 point per hour	
	Coaching and mentoring per candidate per year	15	
C5. Design and Innovation			
Points may be earned for a first-time work activity that adds to the knowledge base eg new systems programmes for the profession	eg ethics, certified quality assurance, lobbying and being an ambassador for position the profession	Per day	5
C6. Leading beyond the profession			
Points May be earned by accepting professional leadership responsibilities external to the workplace of public relations and communication field. Advocacy for the profession		40 hours per annum	10
		30 hours per annum	7
		20 hours per annum	5
		10 hours per annum	2
		5 hours per annum	1
SUB TOTAL SECTION C			



PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA

REGISTRATION OF PUBLIC RELATIONS / COMMUNICATION PRACTITIONERS AND LEARNERS

	Professional registration	LEVELS OF PRACTICE		Assessments/ Standards
		South Africa	United Kingdom	
P R O F E S S I O N A L R E G I S T R A T I O N	Accredited public relations / communication practitioner (APR) International recognition Minimum registration points + 70	Strategist + 10 years • Public relations / communication director • Board director (consultancies)	Level 4 - +15 years / board director / head of department	RPL / Assessments / Oral / Project (Strategic Comm) Certification CPD to maintain APR (PRISA)
	Senior public relations / communication practitioner (CPRP) (PRISA) Minimum registration points + 60	Professional manager 6 – 10 years • Public relations / communication manager • Senior public relations / communication practitioner • Account director (consultancies)	Level 3 – 9 - 15 years / PR manager / account director	RPL / Public Relations Management / Assessments / Project / Board presentations / Peer assessments / Role play Certification CPD
	Public relations / communication practitioner (PRP) (PRISA) Minimum registration points + 50	Practitioner 3 – 6 years • Public relations / communication officer • Public relations / communication practitioner • Account manager (consultancies)	Level 2 – 6 - 9 years / PR officer / account manager	RPL / Public Relations Practice / Assessments / Project / Peer assessments Certification CPD
P R E - P R O F E S S I O N A L	Associate public relations / communication practitioner (PRISA) Minimum registration points + 30	Technician 1 - 3 years • Public relations / communication assistant • Junior public relations practitioner • Account assistant (consultancies)	Level 1 - up to 6 years / junior exec / account exec	RPL / Formal qualification / On the job training / Projects/ Research / Portfolios Certification CPD
	Affiliates (4 points)	any level Interested parties who are not practitioners or learners		
	PRISA Learners No experience (2 points)	NQF level 2 - 4 Learners as registered with the PRISA Students' Chapter (currently studying)		