

<b>Public Relations Institute of Southern Africa</b>  Tel: (011) 326 1262. Fax: 326 1259 PO Box 2825, Pinegowrie 2123 108 Bram Fisher Drive, Ferndale, Randburg	<b>Professional Development courses application form</b>  FRM-02-13	 <b>P R I S A</b> Public Relations & Communication Management ESTABLISHED 1957
<b>APPLICATION FORM 2018 - MNGT, PRAC, WRITING</b>		

**Have you attached copies of the following?** *(We cannot process your application without them)*

- Your CV
- Your ID
- Metric certificate
- A letter from your manager if your company is paying
- Relevant qualifications (diplomas or degrees)

Date of application: \_\_\_\_\_ PRISA Course Co-ordinator: Claudia Brittoe

Title: \_\_\_\_\_ First names (in full): \_\_\_\_\_ Preferred name: \_\_\_\_\_

Surname: \_\_\_\_\_ Maiden name: \_\_\_\_\_

Street address: \_\_\_\_\_

Postal address: \_\_\_\_\_ Postal code: \_\_\_\_\_

Your ID number: \_\_\_\_\_ Date of birth: \_\_\_\_\_

Home telephone number: \_\_\_\_\_ Cell phone number: \_\_\_\_\_

Business telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Home Language: \_\_\_\_\_

Employer: \_\_\_\_\_ Job title: \_\_\_\_\_

Dietary requirements: \_\_\_\_\_ Vegetarian  Non-vegetarian

**Fees are inclusive of assessment fees, catering, programme manuals**

Are you a member of PRISA?		Yes	No
<b>PLEASE INDICATE BELOW WHAT PROFESSIONAL DEVELOPMENT PROGRAMME YOU ARE APPLYING FOR</b>			
	<b>PROFESSIONAL DEVELOPMENT PROGRAMME IN ADVANCE PUBLIC RELATIONS WRITING R 18 026 Incl. VAT</b>	Please tick	
2018WJ1(Johannesburg)	14-18 May 2018 week one <b>AND</b> 9-13 July 2018 week two		
2018PWC (Cape Town)	28 May-1 June 2018 week one <b>AND</b> 23-27 July 2018 week two		

**Our banking details: PRISA, Nedbank, Randburg – Account number: 196 520 6298  
(Branch code – 198765).**

Please use your invoice number as reference when making payment. Proof of payment needs to be e-mailed/faxed to us prior to the workshop date.

**Who will be paying for the programme?**

Yourselves  Your employer/sponsor:   
All company payments need an official order, company VAT registration number, as well as a letter from the relevant manager indicating that the company takes full responsibility for the payment of your studies.  
Single payment system:  (Full fee due on registration)   
Deferred payment system:  (Deposit of 50% is due on registration.   
Balance payable before second week starts)

**Account payer's details:**

Company/sponsor/parent name: \_\_\_\_\_ Order number: \_\_\_\_\_

Company VAT registration number: \_\_\_\_\_

Manager / supervisor name: \_\_\_\_\_ Work telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Cell phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_ SDL number: \_\_\_\_\_

Street address: \_\_\_\_\_

Postal address: \_\_\_\_\_

Postal code: \_\_\_\_\_

**Undertaking** (to be completed by the learner in block letters):

I \_\_\_\_\_

of \_\_\_\_\_

**accept that, having agreed to join a Public Relations Institute of Southern Africa programme priced at \_\_\_\_\_, I am fully liable for the full payment of the total registration fee, whether I choose to complete the programme or not. I understand that, should I default on any of the payments, I will be excluded from the programme entry or assessment sessions.**

Dated this day \_\_\_\_\_ of \_\_\_\_\_ 2018

Signature  
of  
learner  
\_\_\_\_\_

Signed  
witness for  
PRISA  
\_\_\_\_\_

**TERMS AND CONDITIONS**

1. The account payer agrees to pay the cost of the learning skills programme in accordance with the payment option selected.
2. Learners will not be allowed to receive notes or attend lectures until the full deposit has been paid.
3. The contract cannot be cancelled or transferred to another person.
4. No certificate will be issued until the full balance due to the Centre has been paid.
5. Failure to attend training sessions will not reduce liability for the total cost of the learning unit programme and the account payer shall not be entitled to any credit or reduction.
6. No fees are re-fundable in the case where learners do not abide by prescribed academic guidelines and programme rules.
7. Once an agreement has been signed with the Centre, fees are not refundable.

8. All overdue accounts will incur interest of 1.5 % per month.
9. The date and time of rescheduled training sessions due to late attendance or absence is at the discretion of the Centre.
10. The Centre reserves the right to reschedule any training session at its discretion.
11. Learners should attend all training sessions. Should a learner be absent for more than 10 percent of the training sessions, s/he will not be allowed to complete the programme.
  - Ensure that your account is settled before the second week commences.
  - It is mandatory a minimum payment of 50% is made before the course start.
12. It is a specific programme requirement that all learners become members of PRISA, except for Community Relations and Development Communication. Please complete the membership form. If we do not receive the completed form your application can not be processed.

**You may cancel your registration, in writing, up to five (5) working days before the learning programme commences, should you cancel your booking (5) five working days prior to the workshop date, you will be liable to pay 20 % (twenty percent) cancellation fee.**

**Please note all signatures must be present before your application will be processed.**

I, \_\_\_\_\_ (Above mentioned account payer), confirm that I have read this contract and consider myself bound by the terms herein.

Name and signature of learner: \_\_\_\_\_ Date: \_\_\_\_\_

Name and signature of guardian: \_\_\_\_\_ Date: \_\_\_\_\_

Name and signature of account payer: \_\_\_\_\_ Date: \_\_\_\_\_

All company payments should have an official order as well as a letter from the Manager indicating that the company will take full responsibility for the payment.

will consider being associated with our institute, which is dedicated to promoting professionalism in the practice of public relations and communication throughout Southern Africa.

PRISA is recognised by the South African Qualifications Authority (SAQA) as the professional body for public relations and communication and in accordance with the Rules, you are required to divulge information on the registration form. Please



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

August 2018

Dear colleague,

### 2017 REGISTRATION APPLICATION FORM

We have pleasure in including information on PRISA and our registration application forms and trust you will consider being associated with our institute, which is dedicated to promoting professionalism in the practice of public relations and communication throughout Southern Africa.

PRISA is recognised by the South African Qualifications Authority (SAQA) as the professional body for public relations and communication and in accordance with the Rules, you are required to divulge information on the registration form. Please complete all the details as required by SAQA.

PRISA membership makes you part of an organisation that sets national standards for the profession through its professional standards and examinations and ensures that all professionals have a clear developmental path through the PRISA programmes.

As a professional we are sure you would like to participate in the development of the public relations practice in this country.

Our most prestigious event is the PRISA annual conference, where we promote your professional development and encourage exchanges with renowned experts.

We strive to improve benefits and services and have pleasure in enclosing information on our activities.

Some benefits of registration are:

- PRISA helps you stay in touch with your profession;
- It provides networking opportunities;
- Membership of the Global Alliance for Public Relations & Communication Management – (website [www.globalalliancepr.org](http://www.globalalliancepr.org)) through your membership of PRISA.
- PRISA is your best source of continuing professional development opportunities through its expanded programme of seminars and workshops; (the **saving** between member and non-member rate for any four seminars attended is equivalent to one year's membership fee);
- Your registration entitles you to large discounts on these resources;
- Library facilities for registered practitioners only - containing magazines and some 400 titles on public relations and related topics;
- Annual national conference;
- Local activities are arranged in 9 regions for your development. They also provide networking opportunities;
- Access to a series of progression courses from Basic Principles, Public Relations Practice to the Public Relations Management courses. These courses are offered part-time, full-time or as in-house training for large organisations. Two specialisation courses have been developed namely: Public Relations Writing and Community Relations and Development Communication.
- Information services.

Join PRISA and you will enjoy valuable discounts off the annual conference, continuing professional development activities and more! You will soon recoup your annual registration fee.

Sincerely

**ADELE PAULSEN**  
Executive director

### PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA NPC

Directors: Kavitha Kalicharan APR, Thabisile Phumo APR, Malesela Maubane CPRP, Daniel Munslow CPRP, Linda Weaver APR, Roshnee Pillay CPRP, Pieter Pretorius APR, Rene Benecke CPRP, Chris Verrijdt CPRP, Bridget von Holdt APR, Adele Paulsen CPRP (Executive director)

Registration No.: 2000/016388/08 : VAT No.: 4230111686

P O Box 2825 Pinegowrie 2123 South Africa : ProComm House 108 Bram Fischer Drive Ferndale 2194

Tel +27 11 326 1262 : Fax +27 11 326 1259 : Email [info@prisa.co.za](mailto:info@prisa.co.za) : Website [www.prisa.co.za](http://www.prisa.co.za)





**PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA**

**APPLICATION FOR REGISTRATION**

**THIS APPLICATION MUST BE ACCOMPANIED BY A CV & CERTIFIED COPIES OF ACADEMIC QUALIFICATIONS & ID**

**PLEASE TYPE OR USE BLOCK CAPITALS TO COMPLETE ALL DETAILS ON THIS FORM LEGIBLY – INFORMATION REQUIRED BY ALL CITIZENS FOR GOVERNMENT STATISTICAL PURPOSES (SAQA RECOGNITION OF PRISA LEVELS OF DESIGNATIONS)**

Title: ..... First: ..... Other: ..... Surname: .....

ID No: ..... Alternative ID type: eg Passport: ..... No: .....

Date of birth: Y ..... /M ..... /D ..... Nationality: .....

Citizen Resident Status: Permanent Resident  South Africa  Dual (SA plus other)  Other  Unknown

Gender: Male  Female  Disability: None  Sight  Hearing  Physical  Other

Equity: Black  Coloured  Indian/Asian  White  Other  Home Language: .....

Name of Company: ..... Invoice Address: ..... Code: .....

Company VAT registration no: ..... Personal postal address: ..... Code: .....

Personal physical address: ..... Province: .....

Home ☎: (.....) ..... Cell: .....

Business ☎: (.....) ..... Switchboard ☎: ..... Fax: (.....) .....

E-mail : ..... (please print clearly)

Designation : ..... Date taken up present appointment: Y ..... /M ..... /D .....

To whom in the company are you immediately responsible?: .....

**INDICATE WHICH ONE OF THESE CATEGORIES MOST ADEQUATELY DESCRIBES YOUR ORGANISATION'S BUSINESS:**

- |   |   |
|---|---|
| <input type="checkbox"/> 01 Advertising/Marketing           | <input type="checkbox"/> 16 Agriculture                             |
| <input type="checkbox"/> 02 Chemical                        | <input type="checkbox"/> 17 Construction/Property                   |
| <input type="checkbox"/> 03 Consumer                        | <input type="checkbox"/> 18 Education                               |
| <input type="checkbox"/> 04 Electronics/Computers/High-tech | <input type="checkbox"/> 19 Engineering                             |
| <input type="checkbox"/> 05 Entertainment/Leisure           | <input type="checkbox"/> 20 Local, Provincial & National Government |
| <input type="checkbox"/> 06 Fashion/Clothing/Beauty         | <input type="checkbox"/> 21 Manufacturing                           |
| <input type="checkbox"/> 07 Food/Beverages                  | <input type="checkbox"/> 22 Mining/Metals                           |
| <input type="checkbox"/> 08 Health care/Pharmaceutical      | <input type="checkbox"/> 23 Non-profit/Welfare                      |
| <input type="checkbox"/> 09 Finance/Banking/Insurance       | <input type="checkbox"/> 24 Public Utilities                        |
| <input type="checkbox"/> 10 Media/Publishing                | <input type="checkbox"/> 25 PR Consultancy                          |
| <input type="checkbox"/> 11 Motor                           | <input type="checkbox"/> 26 Sport                                   |
| <input type="checkbox"/> 12 Oil/Petroleum                   | <input type="checkbox"/> 27 Travel/Tourism/Hotel                    |
| <input type="checkbox"/> 13 Professional Services           | <input type="checkbox"/> 28 Fulltime Student                        |
| <input type="checkbox"/> 14 Wholesale/Retail trade          | <input type="checkbox"/> 29 Community Services                      |
| <input type="checkbox"/> 15 Transport                       | <input type="checkbox"/> 30 Armed Forces & SAPS                     |
|   | <input type="checkbox"/> 31 Other                                   |

**INDICATE YOUR OCCUPATIONAL CLASSIFICATION:**

	SENIOR MANAGEMENT	MIDDLE MANAGEMENT	SUPERVISORY	NON-MANAGEMENT
Corporate	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04
Consultant	<input type="checkbox"/> 05	<input type="checkbox"/> 06	<input type="checkbox"/> 07	<input type="checkbox"/> 08
Education - Teaching	<input type="checkbox"/> 09	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12
Government	<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16

<u>Degrees accredited with CHE (Council for Higher Education):</u>	<u>UNIVERSITY &amp; YEAR</u>
3-Year degree - specify :	
3-Year Communication degree	
4-Year Communication degree	
Honours degree in Communication	
Honours degree in Communication (specialisation in Public Relations)	
Masters degree in Communication (specialisation in Public Relations)	
Doctors degree in Communication (specialisation in Public Relations)	
Post-graduate qualifications in Human Sciences/ Behavioural Sciences	
<u>Diplomas accredited with CHE</u>	<u>INSTITUTION &amp; YEAR</u>
Any 3-year diploma - specify :	
3-Year diploma in Public Relations	
Higher National diploma in Public Relations	
Masters diploma in Public Relations	
Laureates in Public Relations	
Post-diploma qualifications in Human Sciences/Behavioural Sciences	
B Tech	
M Tech	
D Tech	
<u>Individual university and other accredited higher education providers:</u>	<u>INSTITUTION &amp; YEAR</u>
The following individual subjects (outside a degree/diploma) will be recognised :	
Communication I, II, III - Specify :	
Communication Law	
Public Relations	
Journalism	
Business Economics	
Industrial Psychology	
Sociology	
Psychology	
<u>OTHER QUALIFICATIONS :</u>	<u>INSTITUTION &amp; YEAR</u>
PRISA Intermediate Certificate in Public Relations	
PRISA Certificate in Advanced Principles of Public Relations Practice	
PRISA Final Certificate in Public Relations	
PRISA 3-year Diploma	
<u>OTHER QUALIFICATIONS endorsed by PRISA</u>	
ProVox Certificate in Basic Business Communication	
ProVox Certificate in Elementary Public Relations	
ProVox Certificate in Basic Principles of Public Relations Practice	
ProVox Certificate in Community Relations and Communication Development	
ProVox Certificate in Financial Accounting	
ProVox Certificate in Public Relations Practice	
ProVox Certificate in Public Relations Management	
ProVox Certificate in Public Relations Writing	
ProVox PRCC Public Relations Consulting	
Other - Specify :	

**EXPERIENCE: PLEASE INCLUDE A DETAILED CURRICULUM VITAE****PLEASE COMPLETE IN DETAIL****CO-ORDINATION AND MANAGEMENT OF PUBLIC RELATIONS ACTIVITIES**

	LEVEL:	CO-ORDINATION NUMBER OF YEARS	MANAGEMENT NUMBER OF YEARS
Budgetting			
Change management			
Communication strategy of organisation			
Community relations			
Corporate advertising			
Corporate communication			
Corporate identity			
Corporate positioning			
Crisis communication			
Employee relations and communication			
Environmental programmes			
Government liaison			
Industrial relations			
Industry affairs			
Information services			
International relations			
Issues management			
Lobbying			
Media strategy management			
Research (Overseeing of research done by others for the organisation)			
Social investment programmes			
Sponsorships			
<b><u>MEDIA RELATIONS AND PLACEMENT</u></b>			<b><u>NUMBER OF YEARS</u></b>
Evaluation of coverage			
Identification of publics			
Media relations			
Planning			
<b><u>ORGANISING</u></b>			<b><u>NUMBER OF YEARS</u></b>
Conferences and seminars			
Exhibitions			
Fund-raising			
Promotions			
Special events			
Visits, tours, open-house days			
<b><u>WRITING/EDITING</u></b>			<b><u>NUMBER OF YEARS</u></b>
Annual reports			
Articles for in-house publications			
Audio/audio-visual presentations			
Brochures, pamphlets			
Direct mail			
Electronic material			
Feature articles			
In-house publications			
Manuals			
Media releases			
Posters			
Speeches			
<b><u>PRODUCTION</u></b>			<b><u>NUMBER OF YEARS</u></b>
Budget control			
Design			
Photography			
Production management			
Strategy determination			

<b>SPEAKING</b>	<b>NUMBER OF YEARS</b>
Evaluation	
Planning	
Presentation	
Strategy determination	
<b>RESEARCH</b>	<b>NUMBER OF YEARS</b>
Communication audit	
Focus groups	
Other forms of basic research (to be specified by candidates)	
Source research, e.g. Literature studies and other forms of secondary research	
Surveys (actual compilation and processing of questionnaires)	
<b>TRAINING</b>	<b>NUMBER OF YEARS</b>
Counselling (staff and seniors with regard to communication skills)	
Lecturing at the formal sector	
Presentations at training courses	
Public speaking training for management	

**STATEMENT BY APPLICANT:**

*"In applying for registration as a member of PRISA - The Institute for Public Relations & Communication Management Southern Africa, I attest to the accuracy of the information in this application and to the fact that public relations is the primary function of my present position. I agree to and understand the Institute's Code of Professional Standards for the Practice of Public Relations and, if accepted, pledge to adhere to this code and to the Constitution PRISA - The Institute for Public Relations & Communication Management Southern Africa and all its bylaws. I pledge to do everything in my power to maintain and enhance the prestige and practice of public relations".*

**By signing below, I agree/disagree to receive PRISA's professional communication by electronic messaging e.g. email & sms.**

SIGNED: ..... DATE: .....

**REGISTRATION DETAILS**

PRISA annual registration fees afford membership of the Institute from January to December of each year. New applicants pay the current annual fee of **R1 897** which includes a **once-off joining fee** of R228 including VAT. Members who register after June 30, pay 50% of the total annual subscription plus the **once-off joining fee** of R228 including VAT. Members are invoiced in September/October for the following year's subscription.

**Bank details:** Account holder: PRISA; Account No: 1965 206 298; Universal code: 198765; Swift code: NEDSZAJJ; Branch: Nedbank Jorissen Street

**THE REGISTRATION FEE OF R ..... HAS BEEN PAID BY EFT  DIRECT DEPOSIT**

**How did you hear about Prisa?**

**Friend/colleague (name) ..... Other: eg Website .....**

<b>FOR OFFICE USE ONLY :</b>	<b>REGISTRATION COMMITTEE</b>	
<b>TOTAL POINTS FOR ACADEMIC QUALIFICATIONS AND EXPERIENCE</b>		
<b>TOTAL POINTS</b>		
<b>REGISTRATION LEVEL ALLOCATED:</b>		
	<b>SIGNATURE</b>	<b>DATE</b>
	1. ....	.....
	2. ....	.....

REMARKS:.....