

# **PRCA AI Green Paper**

## *Setting the Standard for Responsible AI*

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## Join the discussion

This guide isn't intended to be static. As AI tools, regulation and best practice continue to shift, so too will this paper.

Throughout each section, you'll have seen short prompts designed to spark reflection and conversation. Taking part is entirely optional, but we'd welcome any thoughts you're willing to share, whether you respond to one question, many, or leave your own feedback. You can do so via [this form](#).

Your perspectives will help shape a future edition and the content of an online webinar, ensuring this resource remains grounded in real-world experience and genuinely useful to practitioners across the industry.

Thank you for being part of this important piece of work and part of our thriving community building the future of PR practice.



# FOREWORD

BY SARAH WADDINGTON CBE  
CHIEF EXECUTIVE OFFICER, PRCA



Artificial intelligence (AI) is transforming the practice of public relations and communications at remarkable speed. Its opportunities are significant, but so is our responsibility to ensure that its use strengthens public trust, supports organisational accountability and protects the integrity of our profession.

The PRCA AI Green Paper sets out a shared foundation for the ethical and effective adoption of AI across our industry. It outlines the current landscape, establishes principles for responsible use, offers practical guidance to build confidence and capability and looks ahead to the skills and standards we will need for the future.

This work has been shaped by the PRCA's PR and Communications Board AI Working Group, and I want to thank Stuart Bruce, Catherine Lane, Stephen King, Rebecca Broomfield, Claire Williamson and all contributors for their leadership and insight.

This Green Paper has been informed by consultation with agency and in-house professionals, whose insights highlight a sector actively adopting AI but still building confidence around governance and regulation.

Agencies are already using AI widely for research, planning and creative work, yet many lack formal policies, while legal risk, data security and reputational impact remain key concerns.

In-house teams echoed these challenges, with limited formal processes in place and low confidence around regulatory understanding. I'm grateful to everyone who participated – these perspectives have been invaluable in shaping this paper and ensuring it reflects today's realities.

This document is designed to evolve. After each chapter, you will find a small set of optional questions. You are welcome to answer as many or as few as you wish, or to share any additional thoughts, using the [\*\*response form\*\*](#). Your feedback will inform an update to this paper, as well as form the basis of an online webinar discussing thoughts and issues raised.

I encourage you to take part in this ongoing conversation and help us shape a confident, capable and trusted future for AI in PR and communications. This work will help underline our key role as a strategic management discipline that supports organisations to make sense of complexity and change.



# CHAPTER 1

## *The State of Play: AI in PR Today*

### Why this matters now

Artificial intelligence is no longer an emerging issue for public relations. It is already embedded across research, content development, media monitoring, campaign optimisation and evaluation. For many practitioners, AI tools have become everyday productivity aids; for others, adoption remains cautious due to uncertainty around skills, ethics, regulation and risk.

This Green Paper draws on academic research, industry guidance from bodies including PRCA, CIPR, ICCO and the Global Alliance, and proprietary PRCA research conducted in the UK and MENA in 2025. Together, these sources show a profession at an inflection point. AI can deliver clear efficiency and creative benefits, but confidence, governance and capability are uneven.

The objective of this paper is not to advocate uncritical adoption, nor to present AI as a replacement for professional judgement. Instead, it sets out how AI can be used responsibly, transparently and effectively with human oversight at its core.

### How AI is being used in PR

AI adoption in PR accelerated rapidly following the mainstream availability of generative AI tools in 2022. PRCA research shows that a majority of practitioners now use AI in some form, particularly for:

- Research, insight gathering and planning
- Creative support, including ideation and drafting
- Administrative and reporting tasks

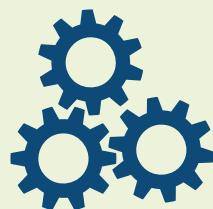
These applications are helping teams work faster and focus more time on strategic counsel, creativity and relationship management. Importantly, practitioners consistently describe AI as an assistive technology rather than a substitute for human expertise.

Alongside generative AI, PR professionals also need to understand and engage with:

- **Applied AI** is the practical implementation of artificial intelligence to solve specific, real-world problems in sectors such as healthcare, engineering, and government. For example, AI can analyse medical images to help doctors detect diseases such as cancer earlier and more accurately than traditional methods. Rolls-Royce also uses AI to assess the safety of aircraft engines.
- **Embodied AI** is integrated into physical entities, such as robots or autonomous vehicles. This enables them to perceive, interact with, and act upon the real world. For example, autonomous warehouse robots navigate factory floors, move goods, and collaborate with human workers to streamline logistics. Starship robots deliver groceries from the supermarket directly to customers' front doors.
- **Generative AI** creates new content such as text, images, audio, or video by learning patterns from existing data. This includes using it for summaries, analysis or predictive analytics as those are all 'new' content.

### THE MAIN TYPES OF AI

**Each type of AI raises different ethical, legal and reputational considerations for PR professionals.**



#### APPLIED AI

**Uses AI to solve real-world problems.**

**Examples: medical scans, safety monitoring, fault prediction.**



#### EMBODIED AI

**AI built into physical machines.**

**Examples: warehouse robots, autonomous vehicles.**



#### GENERATIVE AI

**Creates new content from data.**

**Examples: writing, images, analysis and summaries.**

Understanding these different forms of AI is critical for communicators advising organisations, policymakers and the public.

## Risks, gaps and constraints

Despite growing use, significant concerns remain. PRCA research highlights legal and compliance risks, data privacy, reputational exposure, skills gaps and uncertainty about quality control. These concerns are amplified by:

- Rapid technological change outpacing internal policies
- Uneven access to training and AI literacy
- A fragmented regulatory landscape, particularly in the UK and US

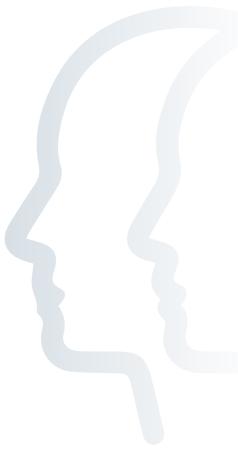
There is also a clear divide between organisations with the resources to invest in secure tools, governance frameworks and training, and smaller teams that may lack capacity but face the same ethical expectations.

## The evolving role of the PR professional

As AI becomes more capable, the human skills at the heart of PR grow in importance. Strategic thinking, ethical judgement, cultural understanding, empathy and accountability cannot be automated. PR professionals increasingly act as ethical guardians, ensuring AI enabled communications are accurate, fair, transparent and in the public interest.

This chapter sets the context for the sections that follow establishing shared principles for trust and providing practical guidance to help teams of all sizes adopt AI with confidence.

# HUMAN SKILLS AI CAN'T REPLACE

- 
- \* **Strategic thinking**
  - \* **Ethical judgement**
  - \* **Cultural understanding**
  - \* **Empathy**
  - \* **Accountability**
  - \* **Ethical guardianship  
(acting as a moral compass)**
  - \* **Commitment to accuracy**
  - \* **Commitment to fairness**
  - \* **Commitment to transparency**
  - \* **Public interest decision-making**

### Questions for the profession

- What AI-related skills are becoming essential for PR professionals, and how quickly are current training models adapting?
  - What practical, budget-conscious AI adoption strategies would most benefit SMEs and mid-sized agencies?
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# CHAPTER 2

## *Strengthening Public Trust: Ethics, Governance and Social Licence*

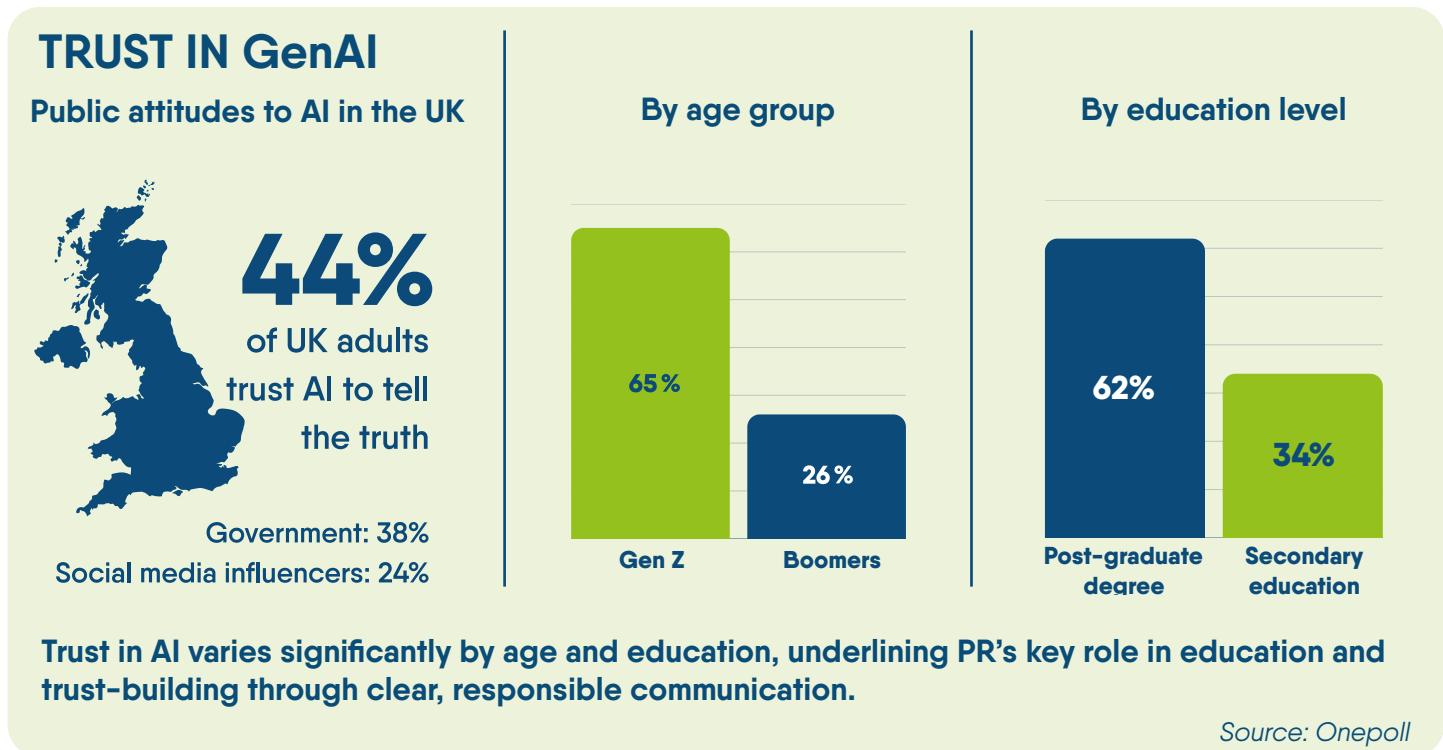
The public relations and communications profession needs to consider its approach to artificial intelligence not just from the context of how it will use it, but from the broader context of its role in ensuring the successful adoption and application of AI to benefit society and the economy.

GenAI or generative artificial intelligence has captured imaginations but is only one type of artificial intelligence. Companies, organisations and governments are embracing and experimenting with AI in all its forms. Our role is to help ensure public and stakeholder trust in AI. This means AI needs social licence and permission from society on how it will be implemented and used.

### **Trust in generative AI**

Public trust in generative AI varies depending on the context of the question asked, how it is used and by factors such as age, education and political views. A poll of 5,000 UK adults conducted by OnePoll on behalf of 72Point and Purposeful Relations said that 44% trusted AI to tell the truth, which is ahead of government on 38% and social media influencers on 24%. It was highest amongst Gen Z (65%) falling to 26% for Boomers. Six in 10 (62%) of those with a post-graduate degree trust AI, compared to just 34% of those with secondary education.

These stark differences highlight how important PR's role is in educating and informing people about artificial intelligence.



## PR's role in AI ethics

The role of PR professionals in securing trust in AI is threefold:

1. Providing strategic counsel on responsible and ethical AI use.
2. Giving insight into attitudes towards AI and communicating to inform, educate and increase knowledge and understanding of AI.
3. Ensuring that their own use of AI meets professional and ethical standards.

There is no shortage of ethical guidance, including the ICCO Warsaw Principles, the Global Alliance Venice Pledge, the Institute of Directors' AI Governance in the Boardroom and government policies. The challenge lies in interpretation and application, translating principles into everyday practice.

As Sir Geoffrey Vos, Master of the Rolls, has argued, professional services may soon face ethical questions not about whether to use AI, but whether it is responsible not to:

**"One may ask rhetorically whether lawyers and others in a range of professional services will be able to show that they have used reasonable skill, care and diligence to protect their clients' interests if they fail to use available AI programmes that would be better, quicker and cheaper."**

### Core principles for securing social licence

While contexts differ, several consistent themes underpin responsible AI use in PR.

#### Overarching principle: Human oversight

AI is assistive, not autonomous. Human judgement must govern all uses of AI, with people retaining ultimate responsibility for decisions, outputs and outcomes across every theme below.

#### Transparency

Organisations should be clear about when and how AI is used, proportionate to risk and audience expectation.

#### Accountability

Clear human ownership of AI-driven work is essential. Named individuals or teams must remain responsible for decisions and consequences, regardless of whether AI tools are used in the process.

#### Accuracy

AI outputs must be checked, validated and corrected where necessary. Verification processes support quality but do not in themselves confer accountability.

#### Privacy and confidentiality

Secure systems, data protection and informed consent are essential.

#### Accessibility

AI can enable participation and support neurodiversity and disability when used responsibly.

#### Jobs and skills

AI adoption should be sensitive to workforce impact and focused on consent and augmentation, not imposition or replacement.

#### Intellectual property

PR professionals must comply with current law while balancing the interests of creators, clients and society.

#### Sustainability

Environmental impacts should be considered, even where data remains imperfect.

#### Understanding

Education and clarity are essential to counter misinformation and fear.

This Green Paper does not prescribe fixed answers. Instead, it sets out the considerations PR professionals must weigh, applying judgement based on sector, audience, risk and purpose.

### Questions for the profession

- What does transparency about AI mean in practice for different contexts, sectors and audiences?
- How can existing professional codes be applied consistently to new AI-driven practices?



# CHAPTER 3

## Building AI Confidence and Competence

The successful adoption of AI in PR is fundamentally human-based. Tools alone do not deliver value, people do. Confidence, competence and clear guardrails determine whether AI enhances work or introduces new risk.

Teams that integrate AI effectively understand both its strengths and its limitations. They use AI to save time, improve quality and support better decision-making, while ensuring that creativity, judgement and emotional intelligence remain human-led.

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**“The most effective teams use AI to save time, improve quality and support better decision-making, while keeping creativity, judgement and emotional intelligence firmly human-led.”**

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### Building a framework for adoption

Meaningful progress requires structure. Organisations that succeed with AI establish clear frameworks defining how AI will be used, who is accountable and what outcomes it should support.

We interviewed a selection of industry experts to identify how they do this and outline the common approaches that they follow.

Like any major change in an organisation, it needs to either start from the top or at the very least have full support at the highest level. Leadership has the flexibility and might to remove barriers to change, articulate a new vision of the future and provide the resources to ensure any project can be followed through until it delivers results.

**“AI strategy needs to be a top-down approach. It’s no good just letting staff play with AI and expecting change to happen in a transformative way.”**

**Chris King, Joint Managing Director, Wildfire**

Know what you are aiming for. Focus on business goals, rather than technology-related goals. AI functionality and tools are moving at an accelerated pace, so any strategy related to the tech is likely to be obsolete three or six months from the moment you set it up.

**“One of the things we learnt early on was not to get distracted by endless AI opportunities. We scaled by building a strategy and systems.”**

**Louise Cunningham, Founder, Halo Media**

Change requires focus. Having an AI lead is essential – one person who is driving change and is accountable for progress but that person also needs to be given that time to do that by reducing their internal responsibilities or for agency staff, time dedicated to client billable work.

**“You need to put a person in charge. Somebody needs to drive it. If you’ve got people with the appetite, create the opportunity and allow them to pivot in their roles.**

**“There needs to be an understanding from leadership that time will be spent on learning, not earning, at the start.”**

**Luke Budka, AI Director, Definition**

## Guardrails and governance in practice

Teams need clear, practical rules around accuracy, confidentiality and ethical use. Many organisations have implemented:

- Internal AI codes of conduct
- Approved tool lists or secure environments
- Prompting frameworks and standard operating procedures

These guardrails reduce risk while giving teams confidence to experiment.



### Internal AI codes of conduct

#### What it means

Clear guidelines on how staff should and should not use AI.

#### Why it matters

Sets expectations, protects reputation and ensures ethical practice.



### Approved tools & secure environments

#### What it means

A trusted list of AI tools and secure systems for client and internal work.

#### Why it matters

Reduces data risk and prevents unsafe or unauthorised tool use.



### Prompting frameworks & standard processes

#### What it means

Agreed methods for using AI in everyday tasks, with quality checks built in.

#### Why it matters

Improves consistency, accuracy and reliability of outputs.

## Developing competency

PR teams need time, guidance and safe spaces to learn how AI works, what it can assist with and where its weaknesses lie. Taking a structured, ongoing approach to building competency is essential.

Telling teams to play with AI is ineffective. Showing them where it adds value, helps teams scale AI use quickly and effectively, especially when training is structured around existing work processes. Clear guidance on model hallucinations and bias is just as important as the 'how to' elements within any training provided.

Learning is an ongoing process too. A one or two-day AI training course will only move the needle so far.

**"We didn't do a single big training day. Regular micro-sessions on a single skill were much more effective. We built confidence through small, repeatable habits."**

**Louise Cunningham, Founder, Halo Media**

**"We gave everybody basic prompt engineering training, but then teams could request central support from our AI experts for things like advanced prompting and AI assistant creation."**

**Luke Budka, AI Director, Definition**

Organisations that succeed create safe environments where curiosity is encouraged and uncertainty is accepted.

**"We now run drop-ins every two weeks, so people can just turn up and say, 'I am struggling to do this,' there is no judgment involved."**

**Chris King, Joint Managing Director, Wildfire**

Experimentation, questions and shared learning build momentum and trust.

## Practical use cases

AI becomes most valuable when applied to real challenges facing PR teams. The examples that follow show where agencies are already using AI in controlled, practical ways to improve the quality and efficiency of their work.

### Campaign Testing at Wildfire

Wildfire's use of AI went from pure time saving to more strategic when they developed a series of synthetic persona.

Focus groups are extremely hard to pull together in some B2B sectors to test campaign ideas. CTOs or CFOs of multi-billion-pound businesses are generally too busy to give their time to feedback on PR campaign messaging, so testing is very hard.

Drawing on their CEO's behavioural science expertise, Wildfire built an AI persona methodology to imitate the mindset, concerns and decision-making patterns of real industry audiences.

For a new brief, the team decided to build a CTO persona within the telco space. Rather than generating ideas for them, the persona acted as a strategic and creative sounding board, allowing the team to validate insights, test campaign ideas, sense-check assumptions and refine messages. They could ask it whether a ideas and messaging would land with them and how they could be improved.

Wildfire introduced the persona to the client as 'a virtual extension of our team.' The client immediately saw the value, and nine months and several projects later, the persona remains an active and trusted part of project delivery, improving campaign results.

Synthetic personas are now used widely across the team.

### Ensuring Safety-Critical Accuracy in Heavy Industries for Halo Media

Working across mining, energy, logistics, and manufacturing, Halo Media uses AI to ensure accurate health and safety information is included in any internal communications for their clients' teams.

Halo creates content for large, distributed workforces operating in high-risk environments where a single unclear instruction or incorrect safety detail can have serious consequences.

By using AI, Halo can create content that is quality controlled around known guidelines for health and safety. An email to staff about a new process will be automatically checked and revised to ensure the message aligns to brand, accessibility, and safety guidelines. The system is designed to automatically question itself at various stages to build in additional checks.

This approach allows them to work faster, without risking inaccuracies.

### Data protection at Definition

Definition built a private, secure AI environment to ensure client work could be safely supported by AI without risk of IP leakage or data exposure.

Working with clients in the finance and public sector meant there was no way that they could rely on personal AI tools. Clients were beginning to ask if AI was being used on their accounts and whether their data was safe.

Definition responded by creating their own private environment using APIs to access OpenAI and other AI models. This approach ensured any data remained within their own systems so clients could trust it. By locking down unapproved tools and giving staff something better

than what they could get for free on their mobile, the agency not only reduced risk but improved adoption as many standard work tasks are already programmed into the tool with the relevant safeguards in place.

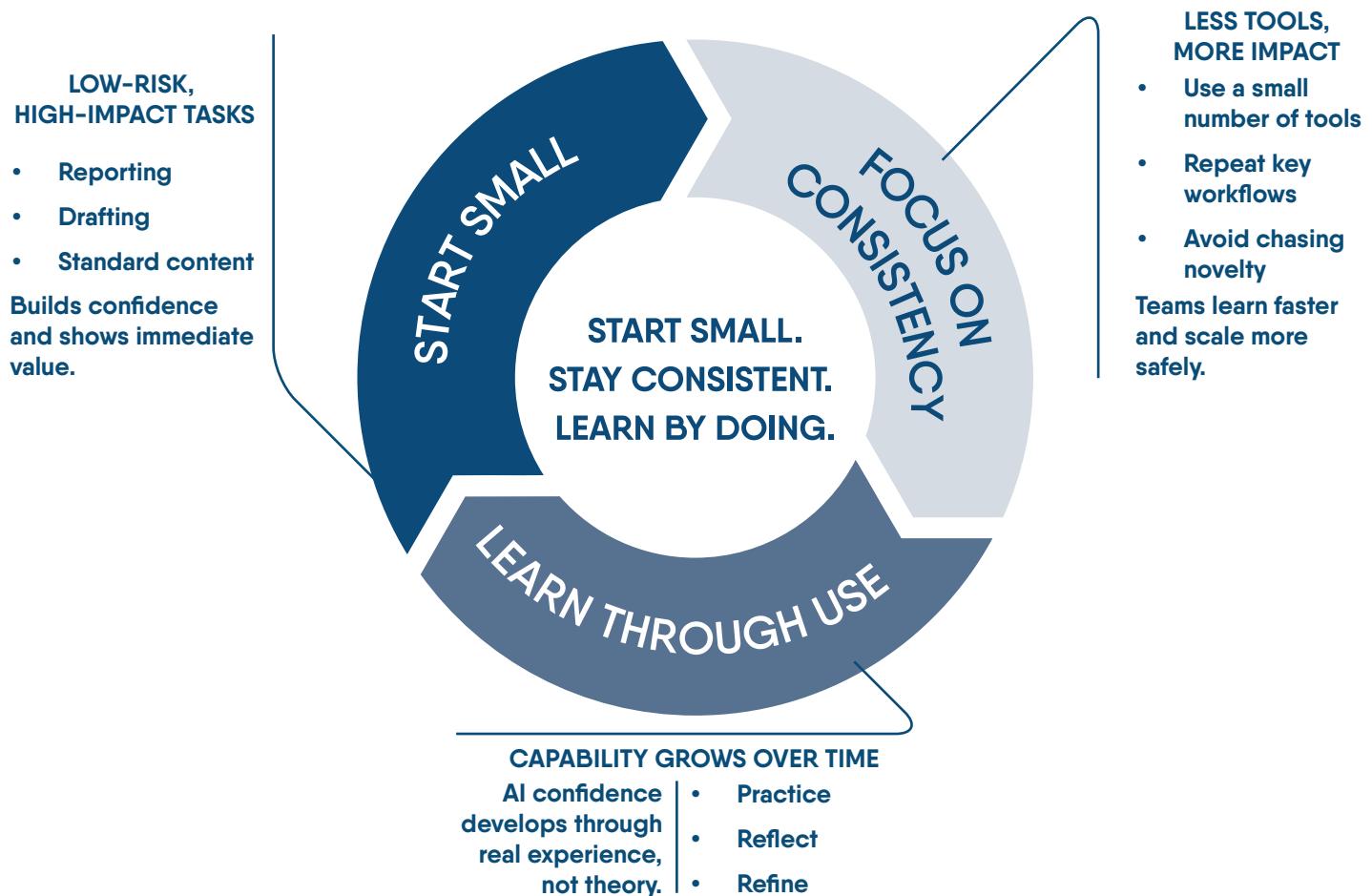
This private environment now underpins all of their AI work, ensuring time savings are scaled safely across all projects.

## Where to start

For teams early in their journey, progress comes from starting small. Low-risk, high-impact tasks such as reporting, drafting or standard content creation build confidence and demonstrate value.

Consistency matters more than novelty. Focusing on a limited set of tools or workflows helps teams learn faster and scale safely.

The consistent advice from practitioners is simple: begin. AI capability develops through use, reflection and refinement.



## Questions for the profession

- What elements should be included in a future PRCA AI literacy framework to support both practitioners and clients?
- How can organisations create safe environments for experimentation while maintaining strong ethical guardrails?

# CHAPTER 4

## Supporting Industry Resilience and Future Readiness

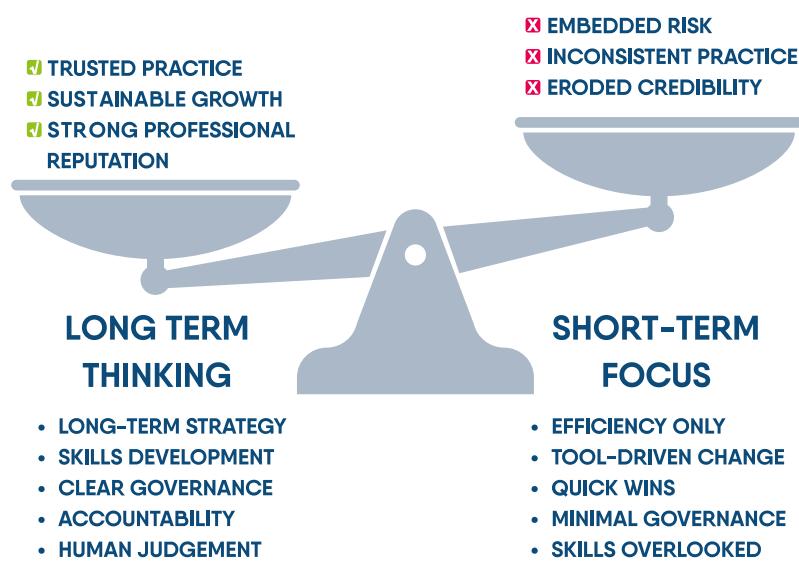
### Why resilience matters in an AI-accelerated PR landscape

AI, and its continuous evolution, must not be treated as a one-off transformation or short-term efficiency initiative. Teams need to build resilience as a core capability.

Organisations that focus narrowly on efficiency and optimisation without addressing skills, governance and accountability, risk embedding bad practice and vulnerability into their organisations. Long-term preparedness requires a strategy for the short, mid and long-term and a deliberate investment in people, processes, and professional judgement alongside tech adoption.

The communications industry has previously been slow to adapt to structural shifts in digital marketing, data, and platform-led engagement. In some cases, this has contributed to PR being positioned as an executional function rather than a strategic advisory discipline. A loss of resilience has clear consequences, including the commoditisation of content, the displacement of professional judgement by automated systems and a gradual erosion of advisory authority, with migration to other disciplines with the relevant abilities.

As this paper has set out, resilience is inseparable from public trust, organisational reputation, workforce sustainability and regulatory compliance. In an AI-accelerated environment, maintaining these foundations is essential to preserving PR's long-term value and credibility.



## Future skills and capability shifts for PR professionals

The future relevance of PR depends on how effectively the profession adapts its skills base. This transition is happening alongside economic volatility, geopolitical uncertainty and environmental pressure, all which shape labour markets and stakeholder expectations.

Global research confirms that AI is changing how work is organised and valued. The [World Economic Forum](#) identifies AI, data and digital literacy among the fastest-growing skill demands, alongside creative thinking, leadership and resilience. Skill gaps are now the biggest barrier to business transformation and PR is no exception.

AI literacy and data fluency must be treated as baseline professional requirements, not specialist skills.

PR professionals increasingly need to:

- Understand how AI systems shape visibility and reputation
- Interpret data and automated insights
- Apply human judgement to AI-generated outputs
- Challenge bias, inaccuracies and assumptions

This shift is already visible in hiring expectations.

**“What employers want is confidence in working with AI tools, not just to use them, but to judge when AI is useful and when human oversight is essential. AI fluency is increasingly being treated as basic workplace literacy.”**

**Rohan Shah, Co-Founder, Reuben Sinclair**

Organisation for Economic Cooperation and Development (OECD) [research](#) shows that roles are no longer divided between ‘technical’ and ‘human’ work. Instead, professionals combine digital understanding with cognitive and interpersonal skills.

At the same time, human capabilities grow in importance. Strategic and creative thinking, ethical judgement, adaptability and leadership become more valuable as automation increases. For PR, this reinforces the centrality of strategic thinking, empathy, relationship-building and contextual intelligence.

One long-standing weakness the profession must address is measurement. Even before AI, PR lagged behind other disciplines in linking activity to outcomes. In an AI-enabled environment, this gap becomes more visible. Data needs to underpin the profession’s learning and accountability to improve our credibility.

As Rohan Shah, co-founder of Reuben Sinclair confirmed:

**“Practitioners who can interpret data, use AI to work smarter, and clearly explain impact to senior leaders stand out immediately, they’re seen as more commercially aware and future-ready.”**

## Building organisational readiness beyond tools

If resilience is the outcome, organisational readiness is the mechanism.

AI readiness is not primarily a technology challenge. It fails when treated as one. Readiness requires acceptance that continual change is inevitable. Tools, models and regulation will evolve quickly, so strategies must remain flexible rather than locked to specific platforms or short-term gains.

## Key foundations include:

### Clear ownership and governance

Named responsibility for AI oversight helps maintain secure systems, manage risk and ensure regulatory compliance. Without this, experimentation can quickly become inconsistent or unsafe.

For boards and leadership teams seeking a practical way to assess and progress their AI governance arrangements, the Institute of Directors' AI Governance in the Boardroom guidance includes a set of reflective checklists built around 12 key principles. These questions help organisations benchmark current practice, from regulatory monitoring and risk assessment to board accountability, strategic alignment and ongoing review, and can be used as a structured starting point for governance planning and oversight.

### Client alignment

Agencies and in-house teams must understand client-specific AI policies. Transparent contracting and open dialogue are essential. Scenario planning for AI-related reputational risk should be embedded before issues arise.

### Cultural adoption

Readiness cannot be driven by leadership alone. Engagement at all levels is essential. Safe spaces for learning, questioning and experimentation build confidence and shared understanding.

Some organisations are using AI or data-related apprenticeships to support workflow redesign, process mapping and internal education. This builds capability from the ground up while strengthening governance.

Ultimately, readiness ensures that AI strengthens professional practice. It allows teams to adapt at pace without sacrificing judgement or trust.

### Strengthening SMEs and preventing a two-tier industry

AI adoption risks widening existing structural divides within the profession. The issue is not just access to tools, but talent retention, credibility and commercial positioning.

Larger agencies have the resource to adopt and implement AI at scale while smaller firms require more guidance and support. This threatens industry diversity and long-term resilience which unaddressed would weaken the profession.

Addressing this challenge requires collective action. The PRCA has a critical role to play in supporting equitable, sustainable AI adoption across agencies and teams of all sizes. This includes providing shared guidance, education and practical frameworks that help SMEs adopt AI responsibly without compromising quality, trust or professional standards.

This Green Paper is the start of that conversation. By developing shared expectations, the profession can ensure AI strengthens PR's strategic contribution rather than undermining it.

Resilience in an AI-accelerated environment depends on collective commitment to capability, ethics and long-term value creation.

## Questions for the profession

- What capabilities will PR professionals need most over the next five years?
- How can the PRCA best support SMEs in sustainable AI adoption?
- How should the profession demonstrate leadership in ethical AI use to clients and the public?



# REFERENCES

The following sources informed the development of this Green Paper and reflect a combination of professional guidance, public research and industry practice. References are provided to support further reading rather than to prescribe a single approach.

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## Appendices

- [Framework for Confidence in facing Uncertainty Around AI](#)

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CEO of Resonance, a B2B technology PR consultancy and agency, a SaaS platform for PR operations.

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# THE HOME OF THE INDUSTRY OF THE FUTURE

For more than five decades, PRCA has shaped the standards of public relations and public affairs. Today, as the world's largest professional body in our field, we stand at the forefront of a changing industry using our global voice to influence its future.

This vision sets a bold direction for a profession that is creative, inclusive and ambitious. Together with our members, we will elevate standards, inspire innovation and demonstrate the powerful role our work plays in society.

PRCA will be the home for those who lead the hub for insight, learning and collaboration. We will champion trust, drive progress and equip our community to thrive in an era defined by transformation.

With an unwavering commitment to integrity, inclusion and innovation, we will continue to show how public relations and public affairs can be a force for good.

PRCA along with our members, are bound by our Codes of Conduct.

## Our commitment:

- \* **Building the industry:** we lay the foundation for a robust, innovative, and resilient PR industry through collaboration and collective wisdom.
- \* **Speaking up on issues of concern:** we provide a platform for our members to address and champion pressing issues, advocating for ethical and responsible practices.
- \* **Understanding industry trends and sharing knowledge:** PRCA offers an environment where industry leaders share knowledge, insights, and expertise to navigate the ever-evolving currents of public relations.
- \* **Training PR professionals:** we nurture talent through comprehensive training, equipping both current and future PR professionals with essential skills.
- \* **Raising standards:** through its Codes of Conduct, PRCA empowers members to uphold the highest levels of professionalism, integrity, and accountability.
- \* **Explaining the power of PR:** we shout about the industry's true potential and showcase its influence in shaping public perception and decisions.
- \* **Sharing ideas and collaborating:** in our shared space, creativity flourishes, and collective success is celebrated.
- \* **Facilitating discussions:** through discussion, we foster shared solutions to common problems, where diverse perspectives generate innovative solutions.
- \* **Providing a platform:** PRCA offers a dedicated platform for members to connect, engage, and network with peers and industry experts.
- \* **Showcasing expertise:** we shine a spotlight on outstanding work through events, publications, and thought leadership.
- \* **Challenging the industry:** PRCA challenges the industry to grow and evolve, empowering members to succeed in a dynamic PR landscape.