

## Global Alliance Center

E-newsletter, May, 2009 edition

### Note from the GA Center

Thank you to those who took the time to fill out the GA Strategic Planning survey. The survey results, as well as the winner of our contest, will be posted to the GA web site following our June 6 AGM meeting in Vancouver. We appreciated your comments and suggestions as this will help us to develop a solid plan for moving the GA into the future. As a reminder, if you are planning to attend the AGM meeting in Vancouver, but have not sent in your RSVP, please do so as soon as possible to [info@globalallianceopr.org](mailto:info@globalallianceopr.org)

### GA Annual Meeting hosted by CPRS

**This is your invitation to join us for the 2009 CPRS annual conference.**

The Canadian Public Relations Society (CPRS) is pleased that the Global Alliance will be holding its Annual General Meeting in Vancouver, Canada in June 2009. We would like to take this opportunity to invite you to join us for a professional development experience that will place you On The Edge of today's hottest issues in public relations – the Annual Conference of the CPRS.

The conference takes place immediately following the Global Alliance Annual General Meeting that occurs June 6, 2009 in Vancouver, Canada. It will be Canada's largest annual gathering of public relations practitioners.

Themed "On The Edge", the conference is three days filled with 25 professional development sessions, from thought-provoking keynote speakers to stimulating smaller workshops focused on three global themes:

- PR 2.0 – the future of our profession
- Going for Gold – Olympics-inspired topics
- Sustainability, CSR & PR – the greening of our role

Furthermore, you'll experience valuable networking events amid the spectacular beauty of Vancouver as it puts the final touches on the city prior to hosting the 2010 Olympic and Paralympic Games. To review the complete conference agenda, please visit [www.cprs.ca](http://www.cprs.ca).

### Special discount for Global alliance members

Global Alliance members will receive a 62 per cent discount on the CPRS member conference rate. This is just CDN\$450, an exceptional value for the full three-day conference. To register, please email [etang@cprs.ca](mailto:etang@cprs.ca).

You can be one of the practitioners from around the world meeting in Vancouver just prior to the Olympics. We look forward to welcoming you in Vancouver, June 7-9, 2009.

Sincerely,



Derrick Pieters APR, FCPRS, President  
Canadian Public Relations Society



John Kageorge, Chair  
On The Edge committee

**\*\*For a complete schedule of the AGM activities, please visit [www.globalallianceopr.org](http://www.globalallianceopr.org)**

### GA to participate in Measurement Survey

The Global Alliance is collaborating in a major study amongst public relations and communications practitioners probing attitudes to the measurement and evaluation of public relations.

Sponsored by [the International Association for Measurement and Evaluation of Communication](#) (AMEC) and the [Institute for Public Relations](#), the results will be presented at the [1<sup>st</sup> European Measurement Summit](#) in Berlin on 10-12<sup>th</sup> June, 2009. Full results will be made available to Global Alliance members at that time.

This study builds on similar research last carried out five years ago, and will allow the opportunity to compare shifts and changes in communications practice, and to correlate the results from different business sectors and countries.

Barry Leggetter, Executive Director of AMEC, said: "During a recession the role of measurement in public relations practice has taken on a new sense of importance in order to demonstrate proof of performance. We therefore hope Global Alliance members will take a few minutes to complete the study. We are working with other international trade bodies as well to give the study international scale and substance."

The survey is being carried out by online polling specialists [Benchpoint™](#) and is managed on behalf of AMEC and its Summit partner, [the Institute for Public Relations](#), by Donald K Wright PhD, Professor of Public Relations in the College of Communication at Boston University; Mike Daniels, Director of Report International, Director of AMEC and a member of the IPR's Commission on Public Relations Measurement & Evaluation and Prof. Dr. Ansgar Zerfass, Institute of Communication and Media Studies Department Communication Management and Public Relations, University of Leipzig, representing the German PR Association (DPRG).

Commented Richard Gaunt, CEO of Benchpoint "The last measurement survey (in 5 languages) was the largest and most comprehensive survey of the world's PR profession to date, and we expect this one to be even bigger"

To take part in the study, follow this survey link:

<http://optima.benchpoint.com/optima/SurveyPop.aspx?query=view&SurveyID=256&SS=AqpwADIfM>

### **PublicAffairsAsia Launches Digital edition of Essays by Global Thought Leaders**

PublicAffairsAsia has launched a digital edition of essays by global Thought Leaders in public affairs and corporate communications. Published in conjunction with Augure, the reputation management company, this special "click and flip" edition includes an introduction from Colin Farrington, chairman of the Global Alliance. It offers informed and in-depth analysis relevant to global communications professionals – with a particular focus on those working in governmental or regulatory communications.

The 34-page online edition, which can be viewed here (<http://www.e-pages.dk/publicaffairsasia/1/>) includes comment and insight from senior practitioners including John Russell, Weber Shandwick's executive vice president in Asia, and Jitender Barghava, communications chief with Air India. In total nine top level practitioners present fresh thinking on global governmental relations, public relations and corporate communications – with themes covered including trust in the engagement process, healthcare PR in China and the key PA differences between East and West.

Commenting on the publication, Augure's Asia vice president Terence Lyons says: "As the communications and public affairs professions come to terms with increasingly globalised decision-making processes, made more instant by the rise of social media, the issue of corporate reputation becomes ever more critical. From crisis communications to government relations, the contributors to this special edition showcase best practice, challenge existing thinking and help shape future discussion among industry leaders of tomorrow. Ultimately this edition allows industry leaders to communicate high level experience effectively across the public affairs, public relations and corporate communications sectors in Asia and beyond."

### **Conferences and Events**

#### **Reputation Institute**

May 28-30, 2009, Amsterdam - <http://www.reputationinstitute.com/knowledge-center/conferences>

#### **Canadian Public Relations Society (CPRS)**

June 7-9, 2009, Vancouver - <http://on-the-edge-vancouver.com/>

\*to be held in conjunction with the GA's AGM

**Deutsche Public Relations Gesellschaft (DPRG)**

June 10-12, 2009, Berlin - <http://www.ameceuropeansummit.org/summit/>

**European Association of Communication Directors (EACD)  
Communication Summit**

July 2-3, 2009, Amsterdam - <http://www.communication-summit.eu/>

**Public Relations Society of America (PRSA)**

November 7-10, 2009, San Diego - <http://www.prsa.org/ic2009>

**SAVE-the-DATE: 2010 GA World Public Relations Festival**

June 14-15, 2010, Stockholm, Sweden – <http://www.globalalliancepr.org/event.php?id=8>