



## Letter of Intent

between

**The European Regional Council of the Global Alliance**

and

**The European Member Organisations**

as agreed at the

**European Regional Summit in Lisbon on 17 March 2023**

The Global Alliance for Public Relations and Communication Management, the confederation of the world's major PR and communication management associations and institutions, represents over 360,000 practitioners and academics around the world.


The mission of the Global Alliance is to:

- unify the public relations profession
- raise its professional standards all over the world
- share knowledge for the benefit of our members
- be the global voice for public relations in the public interest


We, the undersigned (all current European members of the Global Alliance) fully support the Alliance's aims to increase professionalism in public relations and communication management.

This Letter of Intent signifies the wish of these members to enhance the collaborative professionalism of the industry among its constituents in Europe. By embracing closer collaboration between the European members of the Global Alliance we will all grow and thrive, learn from each other and open new channels for communication, leading to ever-higher standards of professionalism. A close, inclusive culture, which will bond our European family of national associations, will add value to our membership of the Global Alliance and bring unique benefits to us all.


This Letter of Understanding shall become effective upon signature by the authorised officials. It may be modified by mutual consent of the signatories and will remain in effect until modified or terminated by either one of the signatories by mutual consent.

PAULA PORTUGAL TENDES, APCE,  **Signatories**

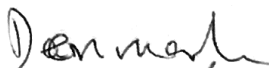
DANIELA POGGIO, FERPI 

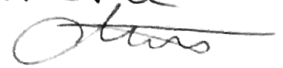
JOSÉ FERNÁNDEZ-ÁLVARA, DIPLOM 

PAVEL VLEČEK, PR KLUB 

Jarno Forssell, ProCom 

Roksana Obuchowska, Polish Public Relations Association 

Katrine Gronne, K1 communication association → Denmark 

Margus Mets, EPRA - Estonian Public Relations Association 

Eva Marlaine CIAR, Chartered Institute of Public Relations

LOUIS DUROULLE, ~~EXECUTIVE EDUCATION~~ PASTELLE, COMMUNICATION AGENCY

JUDRAS SZTANISZLAV, Hungarian PR Association

Kia Haring, ProCom Finland Kia Lentj

Alastair McEapra, CIPR UK

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