



IPRN
International Public
Relations Network

ANNUAL GENERAL MEETING

Warsaw, 19th May 2019



IPRN
International Public
Relations Network

The Chairman

PAWEL BYLICKI



AGM 1st Part

General Secretary / CEO

- Apologies for absence
- Votes by Proxy
- Approval of Minutes 2018



IPRN
International Public
Relations Network

GENERAL SECRETARY

Annual Report



1. Introduction
2. IPRN Development
3. Membership Evolution
4. Activities
5. Management
6. Finance
7. Future







2018



2018



Local knowledge. **Global reach.**

Introduction

Most Important Highlights since Beijing

- IPRN Keeps growing
 - 10 new members in 7 countries
 - Total: 45 Members in 31 Countries
- Knowledge Transfer continues increasing.
- More Activities: Communication, Meetings, Presentations, Awards, etc.
- More members participation and engagement
- Referrals and Business in the network grows.
- Higher visibility and reputation of IPRN.

BlueFocus



Annual General Meeting



2018



2018



Local knowledge. **Global reach.**

Membership Development

Member Growth & Loss

	2015	2016	2017	2018	2019
Members	35	39	40	44	45
Gain	6	5	4	5	4
Lost	2	4	2	3	3

24 New Members in 4 years. 14 lost in the same period

Membership & Development

Action demanded

- Continue increasing members.
- More Knowledge Transfer & Collaboration.
- Increase Business opportunities between members.
- More Engagement / Sharing / Participation from members.

Membership & Development

Prospects Keep Increasing

2015	2016	2017	2018	2019
21	41 (+95%)	59 (+44%)	73 (+24%)	33 (+22%) (4 months)



Membership & Development

Most effective ways to gain new members

- Recommendation by a member.
- Website contact form
- Networking activities.
- Visibility in PR events & activities.



Website & Activities

Website

- Visits & leads continue increasing, but we want more.
- Better Content / Blog / News / Updates.
- SEO continues high.
- Waiting new Design & Project.
- Better metrics



Activities

Looking for more Member Participation

- Website: more and better member news and higher use.
- IPRN Events: AGM + Conference / Regional Meetings / Country Special Meetings.
- Committees: More participation and engagement
- Blog / Newsletter / PRs / Annual Awards / Case Studies / Surveys / Articles.
- SSMM: LinkedIn / Facebook / Instagram / YouTube.

Management

4 Years of Management (2015 -2019)

	2015	2016	2017	2018	2019
Income	48.475 € (+2.8%)	57.593 € (+18.8%)	60.953 € (+5.8%)	64.666 € (+6%)	70.115 (+8,8%)
Results	3.816 €	8.097 €	2.352 €	167 €	-1.445€ (Forecast)

(+ 45% in 4 years)

Management

More income can come from:

1. More members: +10%
2. Updating Membership Categories: +10%
3. IPRN Activities: AGM + Conference + Annual Awards: +10%
4. Sponsors / Partners / New projects: +25%
5. Entry Fee for New Members: +5%

Future

Future Developments

- IPRN Strategic Plan 2020-25
- Continue increasing Member Benefits.
- More activities, committees and member' participation.
- Agreements with Sponsors and Partners
- IPRN Registration in Spain
- Activities more focused to Business, Visibility and Credibility

Thank you

Luis González Canomanuel

www.iprn.com



IPRN
International Public
Relations Network

Financial Matters

- Approval of Accounts 2018
- Approval of Budget 2019



IPRN BALANCE SHEET AS AT 31 DECEMBER 2018

	31/12/2018	31/12/2017
TOTAL ASSETS	41.944,20	28.400,02
CAPITAL ACCUMULATION ACCOUNT	22.761,75	20.243,07
CURRENT LIABILITIES	19.182,45	5.805,28
TOTAL CAPITAL ACCUMULATION + LIABILITIES	41.944,20	28.400,02

INCOME AND EXPENDITURE ACCOUNT

INCOME	64.666,25	60.925,50
ADMINISTRATION EXPENSES	64.499,24	58.600,83
NET PROFIT / LOSS FOR THE YEAR	167,01	2.351,67

A		INCOME	EXPENSES 2018 ⁽¹⁾	BUDGET 2019 ⁽²⁾
1.	Subscriptions		64.611	68.115
2.	Sponsorship			2.000
	Total Income		64.611	70.115
B				
		EXPENDITURE		
1.	Management		24.214	26.500
1.1.	Gen Sec Fees		22.000	24.000
1.2.	Disbursements		1.185	1.400
1.3.	Audit		1.029	1.100
2.	Marketing / Network Development		13.076	14.700
2.1.	Website		4.800	6.000
2.2.	Gen Sec Team		7.500	8.000
2.3.	Regional Meetings		776	700
3.	Events / PR / Bursaries		8.027	7.900
3.1.	Networking / Events / PR		4.246	3.800
3.2.	Advertising / Sponsorship		281	600
3.3.	Bursaries / YEIL		3.500	3.500
4.	AGM + Conference		19.087	22.460
4.1.	Organization		11.758	13.860
4.2.	Expenses		2.686	2.600
4.3.	Anual Awards (Poty)		4.643	6.000
	Bank Charges - Bank Charges Refund		40	
5.	Total Expenditure		64.444	71.560
6.	Deficit / Profit		167	-1.445

(1) 44 Members. (2) 47 Members.

2nd Part AGM

KNOWING BETTER IPRN AND HOW WE WORK

Committee Reports / Election of Officers / Confirmation of New Members / Location next AGM / Approval of Changes in the Constitution / Motions received by Members / Election of ViceChairman and Honorary Member

REGIONAL CHAIR REPORTS

**N.America / LatAm / Europe
Asia / Russia + CIS**

Warsaw, 19th May 2019

Committees and Project Reports

1. Website – Digital: Kieran Powel / Gretel Going.
2. Annual Awards: Luis Gonzalez.
3. Network Growth: Luis Gonzalez.
4. Newsletter: Sarah McOnie.
5. Media Relations: Jan Gusich.
6. Surveys: Pawel Bylicki.
7. SSMM: Gretel Going / Philippe Beck
8. Sponsors & Partners: Luis Gonzalez.
9. Events: Pawel Bylicki.

Proposal IPRN Committees 2019 – 2020



1. Website / Digital: Kieran Powell - Gretel Going + Luis Gonzalez.
2. Annual Awards: Luis Gonzalez + ??
3. Network Development: Regional Chairs + Luis Gonzalez
4. Newsletter: Sarah McOnie.
5. Media Relations: Jan Gusich.
6. Surveys: Pawel Bylicki.
7. SSMM: Anishkaa Gehani / Gretel Going / Philippe Beck / H&V / Laura.
8. Sponsors & Partners: Rodrigo Viana & Luis Gonzalez.
9. Events: Pawel Bylicki & Rodrigo Viana.

New Possible Committees

1. Business in IPRN.
2. Agency Members Information
3. IPRN Metrics and Benchmarking.
4. Thought Leadership in IPRN.

Confirmation of IPRN New Members

(since the last AGM)

1. TDUB, from Germany.
2. INC, from Italy.
3. Publik Kommunikation, from Sweden.
4. L45 (The Van Group), from Italy.
5. Lopito, Ileana & Howie, from Puerto Rico.
6. Catalyst PR, from India
7. True RP, from Italy
8. Concept PR, from Estonia.
9. The House PR Agency, from Romania.

Location / Date Next AGM

Candidate City: Lisbon (Portugal) – Dates:



Election of Vice Chairman:

Candidate: Kieran Powel – Gretel Going
Other Candidates ?

Election of Honorary Member:

Jonathan Choat

Changes / Updates IPRN Constitution

Motions Received from Members:

Jörg Pfannenberger

Any other business

Confirmation EC/ Board / Officers 2019 – 2020

- **Chairman: Rodrigo Viana, Central de Informação, Portugal.**
- **Vice Chairman: Kieran Powell – Gretel Going, CVM, New York.**
- **Gen Sec / General Director / CEO: Luis González Canomanuel.**

- **Executive Council: Rodrigo Viana, Pawel Bylicki, Kieran Powell – Gretel Going, Sarah McOnie and Luis Gonzalez.**

- **Regional Chairs: Jan Gusich (USA), Sonia Quesada (LatAm), Inna Anisimova (Russia & CIS), (Europe ??), (Asia ??).**

- **Board: Executive Council + Regional Chairs.**

End of the AGM

Thank you !

All will be uploaded into: www.iprn.com

2nd Part

KNOWING BETTER IPRN AND HOW WE WORK

New Member Presentations / Support demanded to Members

New Members Presentations



Lopito, Ileana & Howie



Support & Participation demanded to Members

1. Participation in AGM + Conference is required.
2. Participation in Regional Meetings is recommended
3. IPRN recommends also country meetings (when more than 1 member)
4. Agency information updated in the website. Please fill the annual sheet.
5. Use the website, your staff also. Recommend improvements
6. Contributions required: 1 news per Q / 1 Hot Topic per Year
7. Participate in at least one of the Committees
8. Bring one new member or good contact per agency per year
9. Participate in our Annual Awards / Best Practices

Regional Meetings

Europe: Rome / Milano / Barcelona / UK ??

Americas: Miami / New York ??

IPRN 2020 - 25th Anniversary

Get Involved !

From:

Local knowledge. Global reach

To:

Unlimmited Communication