

INTERNATIONAL PUBLIC RELATIONS NETWORK

Annual General Meeting held at 9.10am Sunday 18th June 2017

**Hotel Golden Apple
Moscow, Russia**

MEMBERS ATTENDING

The Chairman Delegate: Daria Odintsova, PR Partner, Moscow, Russia
General Secretary: Luis González Canomanuel, LUCA Comunicación, Madrid, Spain.

Members attending;

Carrie Jones	JPA Heath Communications, Washington, USA
Fabio Raineri	Twister Communications, Milano, Italy
Jonathan Choat	Nexus Communications, London, UK
Luis G. Canomanuel	LUCA Comunicación Corporativa, Madrid, Spain
Poul Kragelund	Kragelund Kommunikation, Aarhus, Denmark
Gitte Hoyer	Kragelund Kommunikation, Aarhus, Denmark
Sarah McOnie	The McOnie Agency, Godalming, UK
Athena Wang	Blue Focus, Beijing, China
Dulcea Wang	Blue Focus, Beijing, China
Isabell Reinecke	Presigno, Dortmund, Germany
Heinz Reinecke	Presigno, Dortmund, Germany
Milene Rijcken	JP KOM, Düsseldorf, Germany
Anuj Anand	Purple Media Works, Delhi, India
Claude Sauber	Binsfeld, Luxembourg
Philippe Beck	Binsfeld, Luxembourg
Fries Heike	Binsfeld, Luxembourg
Pawel Bylicki	Public Dialogue, Warszawa, Poland
Rodrigo Viana de Freitas	Central de Informação, Porto, Portugal
Daria Odintsova	PR Partner, Moscow, Russia
Anna Zagumennaya	PR Partner, Moscow, Russia
Natalia Mocholina	PR Partner, Moscow, Russia
Alberte Santos	Evercom, Madrid, Spain
Juan Gabriel Corral	Evercom, Madrid, Spain
Dario Francolino	Axess, Monza, Italy
Diego Barceló	Comunicación Iberoamericana, Madrid, Spain
Kieran Powell	Channel V Media, New York, USA
Kate Flemming	Channel V Media, New York, USA
Gretel Going	Channel V Media, New York, USA
Sonia Quesada	High Results, Bogota, Colombia
Nicole Stapinski	Schwan Communications, Hamburg, Germany

1. AGM 2017 Opening Ceremony, Chairman Delegate, Daria Odintsova. *Explanation of the reasons why Inna Alexeeva can't attend and she will act as Chairman Delegate, after agreements reached with Luis.*
2. Welcome to participants and of new members by the Chairman Delegate
3. Apologies for absence, General Secretary

Patricio Carvajal, Carvajal PR Team – Argentina, Susanne Senft, Senft & Partner – Austria, Peter Richter, AutoCom Deutschland, Mary Crotty, Crotty Communications – Ireland, David Gribnau, Gribnau Communicatie – Netherlands, Mico Ohtaka, Kaiba, Japan, Maggi Fox, The Maggi Fox Consultancy, UK, Jan Gusich, Ahkia, USA, Peter Haddock, Edson Evers, UK, Chantal Carrere-Cuny, Passerelles, France, Monique de Saint Malo, Stratego, Panama, Anishkaa Gehani, Yardstick, Dubai.
4. Votes registered by proxy recorded (General Secretary), *Senft & Partner, Edson Evers and Crotty Communications to Sarah McOnie, Harbinger to Carrie Jones, Central de Informacao to Luis Gonzalez.*
5. Approval of minutes of AGM 2016, held in Bordeaux, France. *Proposed by Jonathan Choat (Nexus), seconded by Gitte Hoyer (Kragelund). Approved and signed.*
6. Financial Matters
 - Approval of audited accounts, year ending December 31st 2016. *Proposed by Jonathan Choat (Nexus), seconded by Alberto Santos (Evercom). Approved and signed.*
 - Approval of budget 2017. *Proposed by Fabio Raineri (Twister) seconded by Alberte Santos (Evercom). Approved*
 - Approval of membership fees and categories for the year 2017. *Final decisions to be adopted by the end of the year by the Executive Council pending on growth of the network and recommendations of the new Network Development Committee.*
 - Discussion of items to be considered in the budget for year 2016 / 2017. *Included in the report of the General Secretary in the next point. No additional suggestions received by members.*
7. Report by the General Secretary

Dear members and friends,

We are celebrating this 21st AGM and Conference, the most important activity of the year, in this impressive city of Moscow. It has been carefully organized by our Russian member, PR Partner, with my modest support.

PR Partner is a great agency and a good example of a typical IPRN member; independent, middle size, strong, proactive, competitive, with a good team and client portfolio, a high

reputation and a great leader and owner, or actual IPRN chair Inna Alexeeva. Unfortunately she can't be with us, but as you see we are in good hands with her colleagues from the agency, Daria, Anna and Natalia.

As all annual general meetings this one will be very important for the progress of IPRN, providing with answers and solutions to our development, growth, better understanding and knowledge transfer. The main reason for this annual event is our interest to meet, learn from each other, know how we work and about our different agencies, cultures, clients, activities and ideas to improve our business and the organization, that celebrates our 22th year.

In our daily work we continue being confronted with many threats; a changing environment, challenging clients, political uncertainties, globalization, nationalization and stronger competence, but one thing remains the same, our core competence: "building relations". This is the differentiation factor of our profession and business and keeps growing in importance with all the technology and communication that surrounds us. The actual and future scenarios offer many opportunities for our work and IPRN and I am convinced that together we could be better prepared.

During the year I have worked closely with the Chairman, Inna Alexeeva, and other members of the Executive Council; Athena Wang, Chantal Carrere-Cuny and Jonathan Choat, as well as with the committee leaders and regional chairs to progress with decisions taken at Bordeaux and ongoing activities. I have been in permanent contact with you all as a group and also individually for many different reasons, activities or specific demands.

We did many activities and had a good development of IPRN to guarantee our growth, a better future, help you improve your agencies, business, client outreach and networking. Let me briefly explain some of what has been accomplish during the year.

Activities

In relation to managing and representing the network, I have now the control of IPRN, after the change from Jonathan. This means administration, follow up of members, contacts and prospects, budget, accounts and finance, website, suppliers, new projects, events, activities, etc. What I am reporting here corresponds to my second year as the leader and my first full financial year. All this has required an intense work and has been a major step for our organization to become more sustainable and to facilitate the next transfer to the one who follows me, whenever it happens. I am sure now that with all the problems I have solved IPRN is better prepared for future changes and growth.

In relation to members we have gained in the period 5 new members: Vistra and Channel V Media from the USA, Comunicacion Iberoamericana from Spain, High Results from Colombia and Stratego from Panama. I am dealing with 41 applications interested but confirmations and follow up is taking more and more time. I have to thank several members for your help, Jan Gusich, Inna Alexeeva, Gitte Hoyer, Patricio Carvajal, Carrie Jones and Diego Barceló, who have been passing me with contacts. But to progress, I need more help.

The most effective way to get new members is by the contact of an actual one and when this has been done to pass it to me to do the due diligence, payment, follow up, etc. I have got many contacts via very different channels, but only the ones that we meet or are in contact for business or networking reasons, prosper. So your help is fundamental and it will be great that you pass me the contacts that you know, have work with and are interested in joining, so I can pursue more successfully.

The 41 corresponds only to the last 6 months and will give you an idea of the work being done and how it keeps growing. All lead channels are working fine: the website -I hope the new one will be even more effective- and the international contacts I have and nurture with my activities. So what I need is to profit more of your good relations and contacts.

Unfortunately we have lost 4 members, Ales Langr, who sold Crest Communications in the Czech Republic, our senior members, Annekathrin Koch, from Pentacom, in Germany and Wolfgang Weber-Thedy, from Switzerland and our new one, EDC, from Portugal, that we never met. The three last ones for different business problems.

I have dealt since Bordeaux with 79 enquiries about membership, nearly half coming from the website -55 in the last 6 months- the rest as result of my activities and the help of the members mentioned. This follows our strategy and the action demanded and is fundamental for IPRN future, and the reason to have regional chairs helping; Jan Gusich in the USA, Patricio Carvajal, in Latin America and Inna Alexeeva, in the CIS countries.

As an open network that wants to grow we have to be ready to accept new members in all countries, and major cities, to try to engage the best possible agencies. The case of the last proposal in the UK and others that I have deal with prove that we need to be more open with our policy. We will come back to this point during the conference.

New Website

The new website has been a major step, has required a lot of work and I am very happy that has got such a great acceptance, but still require improvements. It will help your agencies and IPRN more but your active participation is fundamental to keep it useful, updated and successful. The site has been develop by our new webmasters, Norlan Digital, that have done a good work for a good price, a fourth of what the former site cost.

Norlan Digital will continue helping us to develop it as much as possible, also with SEO / SEM and other actions to contact new interested members and this is why I gave them the consideration of a new IPRN partner. They are helping also other members like Carvajal PR Team and Comunicación Iberoamericana with their sites and online activities, at very preferred rates. We will see a presentation about the website later.

Regional Meetings & Events

We did the European Regional Meeting last year in Berlin in November, with the help of Primo PR, and it was a huge success, proving the importance of keeping this meetings in our

agenda. 25 members attended, we had a complete one day meeting to follow up issues, networking with members, discuss individual and business issues and enjoy a little bit Berlin.

We will decide later during the conference when and where to do the next Regional Meetings, including the Americas that we tried to do in Miami in April, but at the end was not possible.

We arrived to a good partnership agreement with Cibecom, the 1st Latin America Communication Summit, that took place in Miami in April and I attended as IPRN. The event was very useful to meet several Latin America and Miami PR agencies interested in joining and also to meet two of our new members: Sonia Quesada, from High Results, Colombia and Monique de Saint Malo, from Stratego, Panama. This follows our strategy and proved to be a good way to make contacts, so I decided to attend also the best similar event in Europe, the European Communications Summit, that takes place every year in Brussels at the end of June. So, next week I will be there representing IPRN and will discuss also a possible agreement for our organization, in relation to special conditions for those interested in attending their events, activities and profit of their conferences and networking opportunities.

Follow up

I have been in contact with all individual members, committees and working groups for very different reasons, what has been engaging but a pleasure and have to say that everyone has been very responsive. Don't forget we are a group of colleagues from different cultures, countries and languages, what is the beauty and the power of this network, that English is not the native language of most, as the anglosaxon way of doing business is not the standard, so consider this before asking anything, replying to one or all before understanding well, be patient, try to clarify and help others if you think is needed. The good news is that the flow of direct communication between members in the network has dramatically increased.

Demands from potential clients coming directly to the network continue and hope will increase with the new website. Remember that we work with a lead agency or consultant for each project and that business is done by the agencies in your countries.

It's important for you to know that IPRN is based in the city and office of the General Secretary, and has to rely for bureaucratic and fiscal reasons under him and his company, me in this case. This is the reason why for money transactions and bank accounts IPRN goes always before my name, or Jonathan's when he was leading. Also why, if we have business with clients, it has to be done via one member.

Finance

Moving to financial matters as both General Secretary and a member of IPRN, I have been careful with the budget to keep expenditure within our income and as you will have seen from the annual accounts we stayed liquid last year with a surplus of 8.097€ and an accumulated of 20.243€, duplicating the numbers of the year before. We had a total income of 57.200€ what means a growth of 27% in the last year, from 44.900€ in 2015.

As you know, our objective is to spend our money and have a minimum surplus but this goes together with spending it well, in the priorities established and getting the best out of every penny, and this is what I am trying to do.

The 2017 budget follows very much the line of former years, only with small increases. In the next budget I will propose an increase in my fees according to the results reached and in line to the strategy approved last year. And I will ask for increases always after results, never before. For me, the management of IPRN is another exciting challenge in my career, never a way to be paid according to the work I put in.

I will use the surplus to pay some additional costs of the new website and its development, attend activities like the Communication Summits or Regional Meetings as well as other activities in line with the objectives we want to reach. And I am open to hear any good suggestions from members, like the YEIL project, or the Bursaries.

Management

The time I spent managing IPRN keeps growing and is now approaching half of my available time and to progress more will be required. As you approved I have involved my assistant Laura Hermida in the IPRN work, what has been of great help. But as we grow, do more activities, international transactions, more time is required and I had to involve also part of my internal team and external experts for help.

To inform you about the situation of my company LUCA Comunicación, I have arrived to an association agreement with another larger consultancy in Madrid that will give me more time to dedicate to IPRN, if I am able to increase my fees to more reasonable levels.

To continue the IPRN development the best is by increasing members, member subscription fees, reorganizing our member categories and to have an entrance subscription fee. I said last year that I will propose changes when approaching 50 members, a number that I see not far away but that is taking its time. With the new website and having made more visible actual membership benefits I will propose 2 things in this direction: the first is to establish an entry fee for new members, of the same amount of their annual subscription and the second is to increase subscription fees by around 10% and change slightly our category structure. All this considering that we haven't increased them in the last 15 or more years. With this we will continue to be, in any case, one of the most affordable global networks and actual members will benefit from the investment of more than 2M€ done in the 23 year history of the organization. We will come back to this later when we talk about the Business Plan.

Next year I will arrive to the first 3 years of my compromise with IPRN and will like to have others interested in taking the job and for this I know that the best is to make it more attractive by the money we pay, as well as making the organization more transparent, sustainable and efficient. There is still a long way to go before we have the budget the network requires and to pay the job of the CEO accordingly to what we demand and this is the reason why we need to continue growing.

Membership

This is a network of members, and members are always first in the organization. This means we will never be able to progress without the help and involvement of many members as possible in our activities. Also it's up to each member to decide how much they want to be involved. The example is the work done by the committees and working groups that needs to be increased. Please participate and be proactive, it pays back.

We need also more business referrals between our members, information about the business that's going on between agencies, projects like the Global Sector Expert Groups if they can be valuable for businesses and client development, show better our members' knowledge and expertise, collaboration and cooperation activities to capture more business. Several projects and ideas are on the floor ready for further development by interested members.

I need to report on the members not attending the past two conferences including this one, as by our Constitution; these are Autocom Deutschland, Senft & Partner from Austria, Harkonsalo & Vesa from Finland, Crotty Communications from Ireland, Gribnau Communicatie from the Netherlands and Carvajal PR Team from Argentina. I would propose that all, as long standing members of IPRN that for different reasons couldn't come, are re-affirmed as members.

Let me finish by saying that the most important element that we have in IPRN is our people, you and your teams, and is here where the power of our organization relies. This requires better ways to overcome the barriers to sharing and involve more the talent available in your agencies in IPRN activities. Our diversity, knowledge and experience offers opportunities to spring the talent of our people, increase knowledge transfer, profit networking, innovate for our clients and improve business.

I have to thank Inna Alexeeva as Chairman and her team, leaded here by Daria, as organizers of this great congress and the Executive Council that have been helping me during the year.

It is a privilege and a pleasure to work with you all and the greatest value to me is to have so many interesting contacts, meetings and intellectual challenges to develop IPRN with the good friends I have made through IPRN.

Thank you.

8. Election of board, officers, partners and suppliers for year 2017 / 2018. *Approved*

- **Gen Sec / CEO / Executive President:** Luis González Canomanuel
- **Chairman:** Athena Wang, Blue Focus, Beijing, China. For the year commencing 21.6.2017 and the period (2017-2018)
- **Vicechairman:** Pawel Bylicki, Public Dialog, Warsaw, Poland

- **Board / Executive Council:** Inna Alexeeva, as past chairman, Athena Wang, as new chairman, Pawel Bylicki as Vicechairman, Jonathan Choat (Nexus PR, London, UK), and Luis González Canomanuel (LUCA, Madrid, Spain), as actual Gen Sec / CEO.
- **Regional Chairs:** USA, Jan Gusich (Ahkia, Ohio, USA). Latinamerica, Patricio Carvajal (Carvajal PR Team, Buenos Aires, Argentina). Russia & CIS Countries, Inna Alexeeva. Europe, Milene Rijken (JP-KOM, Germany). Asia, Athena Wang, Blue Focus, China.
- Members: 38
- External Auditor: Luis Ferreiro
- Webmaster: Norlan Digital

Committees / Working Groups approved:

- **Media Relations:** Jan Gusich (Chair), Alberte Santos (Evercom, Madrid, Spain), Inna Alexeeva, Chantal Carrere-Cuny, Patricio Carvajal, Athena Wang, Liz d'Oliveira (Redwood Consulting, London, UK) and Nuray Gueler (Primo PR, Frankfurt, Germany).
- **Project of the Year:** Luis González (Chair), Inna Alexeeva, Athena Wang, Pawel Bylicki, Rodrigo Viana de Freitas (Central de Informação, Porto, Portugal)
- **Social Comms:** Anishkaa Gehani (Yardstick Marketing, Dubai, UAE), Chair – Facebook-, Philippe Beck (Binsfeld, Luxembourg) – LinkedIn-, Kevin Powell (Channel V Media, New York, USA) –Instagram- .
- **Newsletter:** Sarah McOnie (The McOnie Agency, UK), Chair, Carolyn Long (The McOnie Agency), Laura Hermida (LUCA Com, Madrid), Luis González, Eduardo Piedimonte (IPRN Webmaster).
- **Digital / Web / SEO / SEM** (to help develop the potential of digital transformation within the network, the new website, implement inbound, etc.): Inna Alexeeva, Claude Sauber (Binsfeld), Kristen Powell (Channel V Media, New York), Eduardo Piedimonte.
- **Surveys** (to develop the IPRN annual survey as the best way for sharing information, knowing better members, their clients, knowledge and activities as well as to profit better the potential of the POTY and Case Studies): Pawel Bylicki, Chantal Carrere-Cuny, Sonia Quesada (High Results, Colombia).
- **Network Development Growth** (to continue approaching agencies that members want in IPRN on top of the applications received directly and the contacts made by the Gen Sec through activities): All Regional Chairs, Jan Gusich, Milene Rijken, Patricio Carvajal, Inna Alexeeva, Athena Wang plus the CEO.

9. Confirmation of New Members: *High Results, Bogota, Colombia, Comunicación Iberoamericana, Madrid, Spain, Vistra Communications, Tampa, Florida, Stratego, City of Panama, Panama and Channel V Media, New York, USA. Proposed by Claude Sauber, seconded by Fabio Raineri. Approved.*
10. Decision on location and date of next AGM 2018 in *Beijing, China. Proposed by Claude Sauber, seconded by Jonathan Choat. Approved.*
11. Election of Pawel Bylicki as Vicechairman (Chairman 2018/19). *Proposed by Isabell Reinecke, seconded by Sarah McOnie. Approved*
12. Motions received from members.
 - More info about IPRN Policy, how IPRN works, Categories and Executive Council – *Sent to members, to be discussed more in the Knowing Better Sessions and updated documents to be included the website.*
 - Policy for new Members, competition and veto rights – *Members keep a veto right to new members in their cities / countries. The new Membership Growth Development Committee created, that includes all Regional Chairs, will help the Gen Sec incorporating new members and discuss any possible conflict before passing to the Executive Council and Membership for final decisions. Possible changes to be incorporated in the Constitution and a final proposal to be approved in the next AGM.*
 - Correction to be included in the Bordeaux minutes – *Done*
 - Annual Subscription Fees. *Discussed, including future possible changes to the member categories. Decisions to be taken by the CEO and Executive Council by the end of the year according to the development and growth of the network in 2017. The new Membership Growth Committee to give also feedback to the proposal made by the CEO and before taking any decision.*
 - IPRN Regional Meetings in Europe and America – *The European Regional Meeting will be held in Porto, Portugal, in November, dates to be confirmed in the next months, with the support of Central de Informação and Rodrigo Viana da Freitas. Miami is considered as a good proposal for the Americas Regional Meeting. This will be further discussed between the American members before confirming place and date.*
13. Approval of changes in the IPRN Constitution: *A proposal to be made during the year for approval by the Executive Council prior to submitting to the next AGM.*
14. Any other business.

Support demanded by the Gen Sec to each member for the period 2017 - 18 to continue the IPRN progress:

- *1 Hot Topic per agency per year for the Blog / Members Area*
- *1 News per agency per quarter for the Blog*
- *1 New member contact per agency per year*

15. IPRN PROJECT OF THE YEAR 2017

List of Finalists & Winners

Agency	Country	Client	Project Title	Category	Certificate
Schwan Communications	Germany	Symphoniker Hamburg	MusikImPuls	C	Overall and Category Winner
Twister	Italy	Assolombarda	Assolombarda President Election	B2B	Finalist
PR Partner	Russia	Cofix	Cofix expands to Russia	B2C	Finalist
Binsfeld	Luxembourg	Luxembourg Government	Luxembourg's Nation Branding	C	Finalist
Comunicacion Iberoamericana	Spain	Argentina Tourist Board	Promoting Argentina in Europe & Asia	I	Finalist
The McOnie Agency	Great Britain	Mercury Products	Helping a brand fly high	B2B	Finalist
JPA Health Communications	United States	Center for Eating Disorders	Let's step out of the shadows and check in on eating disorders	B2C	Category Winner
Twister	Italy	Lego	BeTheLegoStar	B2C	Finalist
Kragelund Kommunikation	Denmark	Municipality of Aarhus	To find and light a candle in the darkest hour	C	Finalist
Public Dialog	Poland	Public Dialog	Dialog 2016	C	Finalist
High Results	Colombia	Bancoldex	Bancoldex, a top bank for Entrepreneurs	B2C	Finalist
evercom	Spain	Vodafone	#Wacht it in the bar	B2B	Category Winner
JP-KOM	Germany	BASF	Coating Matters	B2B	Finalist
Central de Informaçao	Portugal	Viriato Hotel Concept	Hands on Future	B2B	Finalist
PR Partner	Russia	PR Partner	First Media Speed Dating in Russia	B2B	Finalist
Presigno	Germany	Hagemeister Klinker	German brick manufacturer fit Garden Quarter in Moscow	I	Finalist
Binsfeld	Luxembourg	ArcelorMittal	Larger sheet piles from ArcelorMittal "Connecting Pioneers"	I	Category Winner

The overall winner receives a 1.400€ travel bursary and the three category winners 700€ each agency. To be claimed by May 2018.

Inna Alexeeva
Chairman

Luis Gonzalez Canomanuel
General Secretary