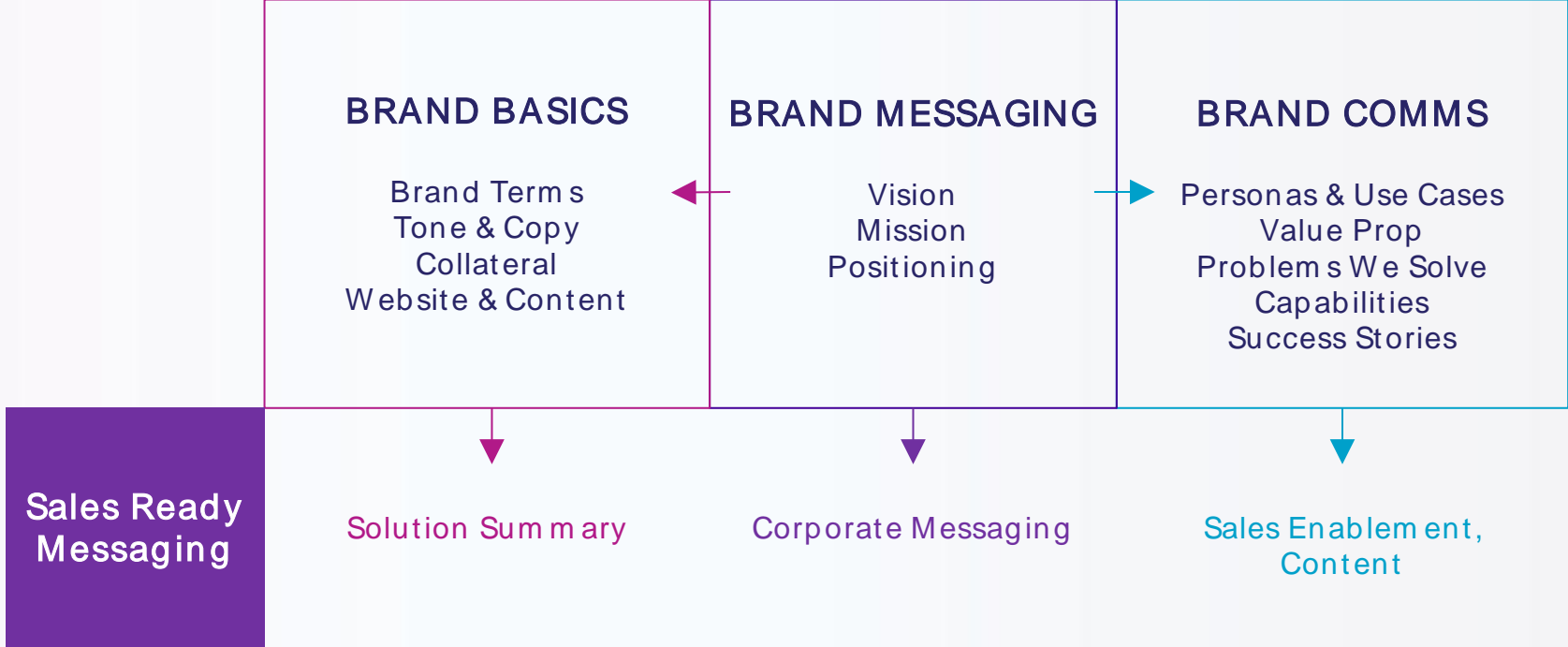


A world map in a light grey tone serves as the background. A large, semi-transparent 'X' is drawn over the map, with its center at the top of the text. The 'X' is formed by two diagonal lines crossing in the middle.

IPRN

Message Planning

Messaging Architecture



Guiding Questions

- What do you believe are the 3 most important priorities for the IPRN, as an organization?
 - What 3 words come to mind when you think about what the IPRN provides for members?
 - Use three words to describe the overall IPRN Brand (this can be aspirational)
 - Brands should work with an IPRN member agency because....
 - You're at a cocktail party and someone asks you what IPRN does. Describe the organization in a single sentence.
- What are the top 3 unique assets that IPRN offers/has?
 - Who do you believe IPRN's ideal member is?
 - If the IPRN could be known for ONE thing, what would it be?
 - Rank in order of priority
 - Is there anything else that you would like to note when thinking about the positioning of the IPRN? (Optional)

Survey Responses

What do you believe are the 3 most important priorities for the IPRN, as an organization?

- Sharing knowledge sharing references and client experiences sharing global pr development
- Expand members in China/Asia/Japan. Build International reputation. Promote member collaboration.
- Sharing knowledge and best practices Business referrals between agency's Bidding international/global accounts.
- A.- Create value from the members and to the members B.- Help to develop business C.- Increase exposure to the market: network and agencies
- Business sharing, networking, knowledge sharing
- International spread, owner-managed agencies, diverse client branches
- Share best practices stimulate new business open new ways to PR
- Collaborative global projects shared across member agencies. Knowledge and information sharing across agencies of latest trends, technology and the future of PR and communications. Growing the network across the world with strong and active members.
- New Members / new geographies 2. Publicity of the network 3. Business.
- Gaining business across the network comprehensive country coverage holding down central costs.

(Continued)

- Increase number of members, increase Knowledge, bring new business to members.
- To share clients, to share experience, to involve everyone
- To give access to clients to a global network with local professionals To make global PR projects affordable and accessible to clients To add to the capabilities of individual agencies
- Bring in new business to its partners. Share knowledge/benchmarking. Motivate networking
- business generation and exchange
- Do you mean are or should be? Are: Dining and wining, tourism, social interaction Should be: International business, Reputation as international network, Thought leadership in Com s
- Get awareness strive for quality exchange expertise
- Knowledge / Collaboration / Internationalization
- Grow the network. Share best practices. Promote the agencies within the network / drive visibility
- Communication support for other members. Regional/local information and knowledge. Differences/changes in communication methods, country to country.
- Geographical representation Communication Better internal organization
- Growth, sustainability in it works, customer orientation

What 3 words come to mind when you think about what the IPRN provides for members?

Know-how/knowledge transfer

Good/Reliable connections
world wide

International business growth

International reach

Local market expertise

Worldwide Expertise

Global representation

Networking Internationally

Support

Collaboration

Trust

Community

Learning

Research

Opportunity

New Business

Communication

Best Practices

Intercultural Exchange

Professional network

Collaboration

Cost

People with passion of PR

Stimulating

Tourism with local guides

Reputation

Flexibility

Rapidity

Nice talking with elder agency
owners

Global positioning in new
business pitches (ability to say we
are a member of an international
network)

Use three words to describe the overall IPRN Brand.

(This can be aspirational.)

- Formidable, Global Industry Leaders
- Strong Professional Business Community
- Global Medium-sized businesses (positive)
- Good network for business
- Leadership, Innovation, Collaboration
- Global Diverse Relationship driven
- Independent, owner-motivated companies
- Global communication support
- Outdated Experienced International
- Global, expertise, customer orientated
- Independent, good service, flexible
- Unlimited Truthful Communication
- Largest Proven Qualified
- Creative, innovative, down to earth
- Cooperation, integration, borderless
- Global, Independent, International
- Old, Slow, Stable
- Global, proactive, trustworthy
- Network, business, benchmarking
- International approach, being independents
- Leading international PR network Leading the digital transformation in Coms Thought leader in Coms
- we are all in the network to rapidly get qualitative business out to experienced partners

Brands should work with an IPRN member agency because...

- the international network helps companies in their international expansion
 - Global reach Expertise in local markets around the world Experienced leaders
 - Bring the most knowledge and best practices from independent agencies around the world
 - is global ... long experience in different industries ... potential support in many markets
 - The member has access to global communications knowledge as well as a network of global agencies that share a value system, work ethic and standard of service.
 - credibility of the agency as its a part of the network
- Local knowledge - professional results led achievements
 - professional and reputable agencies located across the world providing global communications
 - they have a global network that can support them in the processes of internationalization.
 - they can use the huge knowledge and experience of the network behind it.
 - good ratio between price and value of service
 - no matter how small or large a brand is, the people behind IPRN know what it takes to make the voice of the brand heard internationally.
 - trust local know-how independent PR boutiques

- we assured integrity, experience and professionalism . We are able to coordinate or manage a group of agencies from different countries, languages and cultures, thus adding value to the project.
- At the moment there is obviously little reason to do that. Otherwise the member agencies would beat the market.
- we are flexible, independent,
- Quality guarantee. Best practice referral. WW presence
- They know their markets Have access to local professionals who know their local markets and languages They are hugely collaborative

- They see synergy and common standards and desires to share experience (that is not the sit now)
- We can tap into the IPRN network for regional support from trusted agencies. [For me, the keyword is "can" - having the network helps me in new business, but we often don't need to leverage the network. Prospects just want to know it's available if needed.]
- we are fast we are reliable we have expertise
- We are more efficient, flexible, agile and cost effective

You're at a cocktail party and someone asks you what IPRN does. Describe the organization in a single sentence.

- Gives my agency, local expertise around the world
- The IPRN is a global network of owner-lead agencies that share knowledge and skills and collaborate on global strategies and implementation.
- IPRN is a network of PR agencies globally
- International connections with owner led and motivated agencies
- A global network of professional and reputable communication agencies, working with B2C and B2B brands and providing PR and marketing services.
- It is one of the largest international networks of independent communication agencies.
- IPRN is a worldwide network of PR agencies, which accompany their clients with enormous knowledge and experience in successfully achieving the jointly developed goals.
- we are a great community with agencies who are very engaged and customer oriented.
- we are independent network that provides to customer all over the world high results in communication field
- IPRN supports in finding the right way and agency to communicate internationally.

- IPRN is an international PR network that connects PR local and independent agencies to share know-how, best practices and potential new biz opportunities
- IPRN provide local knowledge and global reach for all our clients who demand selective market PR programmes.
- Gives a chance to know more about marketing and pr business across the globe
- It is an independent network of PR professionals across the globe that collaborate together to make global pr affordable and commercially successful

- Top global independent PR agency network communication consultancy
- It is a network of independent agencies and gives our customers access to other markets.
- we are all in the network to rapidly get qualitative business out to experienced partners... not to get business in
- A global organization of PR independent expert entrepreneurs results and knowledge oriented
- Connects independent agencies through a global network, enabling us to serve clients that may require communication support in local markets.

Who do you believe IPRN's ideal member is?

- An engaged owner that actively pitches for brands and clients that can gain value from the IPRN and who uses the IPRN as a marketing tool for their own agency.
- agency handling global brands with different geographies
- I expect you mean 'whom'?
- An agency wanting to give work to other members as opposed to expecting to receive work An agency prepared to be actively involved and help promote the network
- The one that gives knowledge to the network and has a medium / long-term perspective in the relationship with the organization.
- Don't understand the question.
- manager owned reliable expert not focused to get business in from the network
- A middle size PR top agency in his country of origin. Examples in IPRN: JPA Health (in the USA), JP KOM (in Germany), Central (in Portugal), Evercom (in Spain), Nexus and McOnie (in the UK), PR Partner (Russia), etc.
- mid size agency (20-30 people), high reputable on the particular market, proactive
- IPRN's ideal member is an owner-managed agency with a small team, where consultation by the owners are still practiced.
- A collaborative agency that wants to be a part of a global organisation, which has staff that are willing to share ideas collaborate together and deliver great work
- A medium-size local PR company with international business
- A leading com s agency in the regional market. A leader in digital com m s. A thought leader with novel point of views in the market. With a focus on healthcare, corp, b2b and tech com s
- still need to understand more and know more the agencies
- An specialist multisector agency.
- Proactive and willing to get new clients
- Independent firm s with >8, <100 employees

If the IPRN could be known for ONE thing, what would it be?

- International communications community
 - Global, highly skilled collaboration
 - Network
 - International independent agencies
 - International communications with professional agencies
 - Be the largest network of independent agencies.
 - A bright future for the clients and its members.
 - Long distance agency network
 - Smart, experienced leaders in multiple markets
 - Best independent Public Relations network with strong capabilities to reach globally
 - global network of PR agencies
- For its creativity in communication
 - Local knowledge, global reach.
 - International campaigns run successfully within the budget
 - Collaboration across global boundaries
 - Business opportunities generation
 - Thought leadership in digital transformation
 - Reliable
 - Effective international collaboration
 - Collaboration
 - cooperation and trust

Is there anything else that you would like to note when thinking about the positioning of the IPRN? (optional)

- IPRN is a integrate by mid size agencies, dynamic and manage by the owners.
- independent expertise driven by the owner managers
- IPRN should have more effective and more modern communication.
- Owners are deep involved in projects = difficult projects, high value of expertise/ recommendation for executives
- more calls and ways to connect remotely and share during the year
- It is an organisation that friendly collaborative, independent and energised. It is supported by business leaders and led from the top.
- For sure, IPRN is lacking a relevant purpose - or to put it in modern business language: a Massive Transformative Purpose for a disruptive business environment.
- will try to get client's views
- Highly skilled PR and Communication Agencies / Great international expertise / Reliable and experience people / Exceptional activities / Collaboration Spirit
- Reinforcing my comment in question 4, that the network is most helpful when competing against network firms for new business. Bring part of IPRN helps reassure prospects that we can do local market work, if needed.

Takeaways



The value IPRN offers its' ideal member agency.

1

Global Representation

(Local Market Expertise,
International Reach,
Community)

2

Best Practices

(Knowledge Sharing,
Networking, know-how)

3

Opportunity

(Access to Local Markets,
New Business, Support,
Connections With Others)

The IPRN brand in 3 words.

1

Global

Large
International
Diverse
Borderless

2

Formidable

Flexible
Independent
Strong
Innovative
Collaboration
Motivated
Driven

3

Proven

Oldest
Customer Orientated
Qualified
Expertise

If the IPRN could be known for ONE thing, what would it be?

Best Practices, Globally

(Global International Community, International Independent Agencies, The Largest Network, Long Distance Agency Network, Local Knowledge, Global Reach, Thought Leadership, Collaboration, Trust)

IPRN one-liner.

The IPRN is a global network of owner-lead agencies that share expertise and collaborate on global PR strategies and implementation.

Ideal member.

Owner Managed

A mid sized agency (20+ employees)

A leading agency known for best practices

A collaborative agency

Messaging Framework

International PR Network

Global PR/Comms Agency Network

The IPRN is a global network of owner-lead agencies that share expertise and collaborate on global PR strategies and implementation

Description of what's offered (Elevator Pitch)

Business Impact

Best Practices

Global Representation

Opportunity

Unique Characteristics

Knowledge Sharing

Local Market Expertise

Trusted Relationships

Global Research

Use for...

Act faster, strategize better, and create global PR campaigns

Use Cases

International Expansion

Global Integrated PR Campaigns

Building Credibility

Training Staff in Best Practices

Core Company Assets

47 Agencies


Owner-Managed Agencies

30 countries

Project of the Year — official IPRN awards

25 Year Track Record (since 1995)

Next Steps.

- Messaging and Positioning Framework to be sent to all members for feedback
 - Channel V Media to create inspiration deck and initial wireframes for website design
 - Channel V Media to hand off website design to Binsfeld
- 
- The slide features two large, diagonal, semi-transparent bars on the right side. The upper bar is a light greyish-purple, and the lower bar is a darker purple. They are positioned diagonally from the top right towards the bottom left, creating a sense of movement and depth.

A grayscale photograph of a suspension bridge, likely the Clifton Suspension Bridge in Bristol, England. The image shows the intricate network of cables and the stone towers. The text "Thank You" is centered over the bridge in a dark blue, sans-serif font. A small horizontal line is positioned below the text.

Thank You
