



IPRN
International Public
Relations Network

Draft Proposal

Strategic Plan

2020-2025



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Vision

Founded in 1995, IPRN is an organization of specialized independent owner managed PR & Communication agencies with an international profile committed to offer knowledge, best practices, activities and contacts to improve member skills and local services, advice and solutions for international communication projects and clients.

The Evolution of the PR Core

1970 1980 1990 2000 2010 2020 and Future

Product Brand Service Client Trust Collaboration & Truth

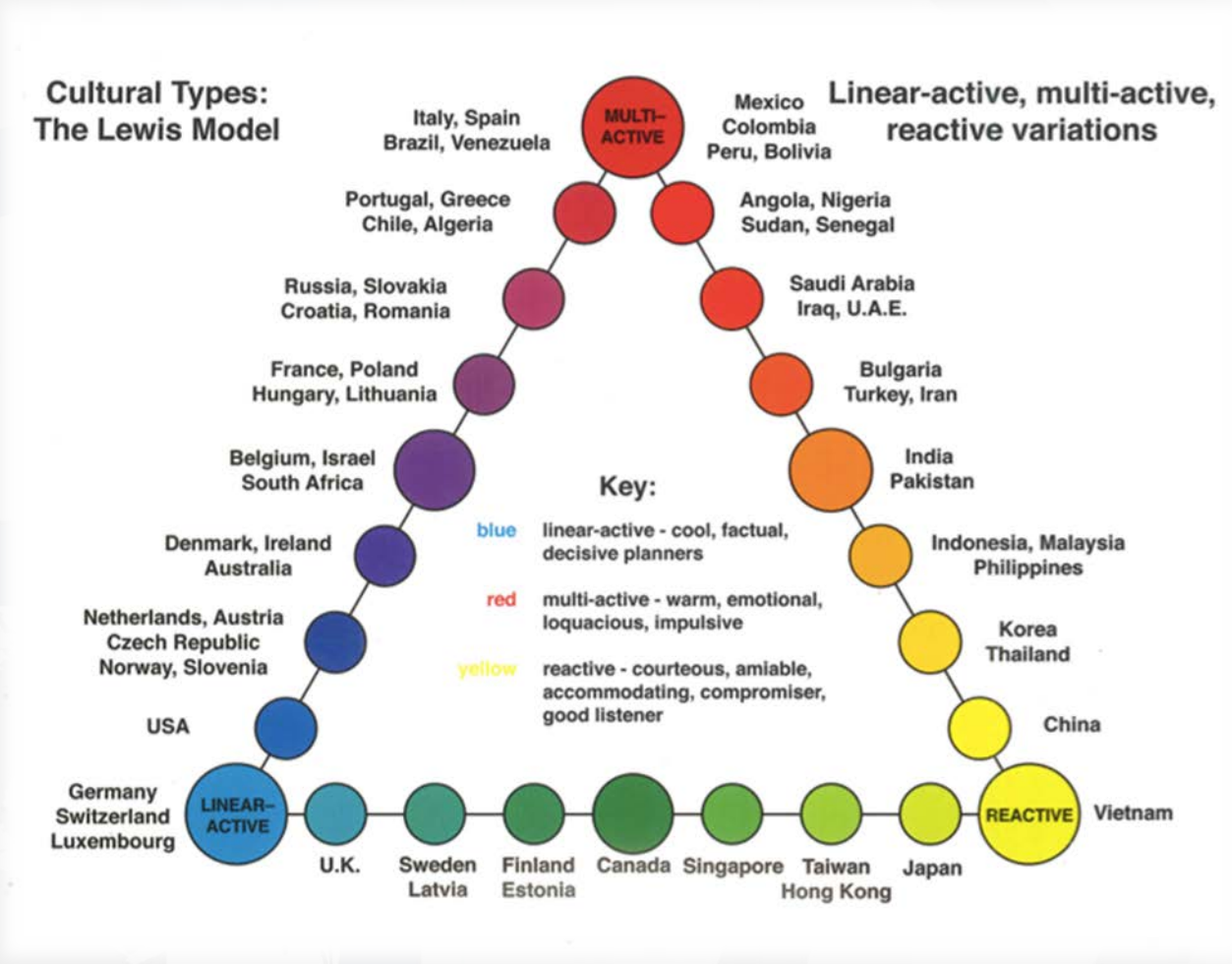
Purpose / Mission

- Position IPRN as a credible and efficient PR global organization of independent owner managed agencies with expert communication leaders that collaborate under the “IPRN Collaborative Ecosystem” to facilitate knowledge transfer, best practices, good contacts and excellent relations to improve our agencies and business.
- Promote international knowledge and business exchange between member agencies with outstanding activities, information exchange and IPRN tools for projects and clients based in the expertise, creativity, innovation, trust of our members and 25 years of history.

Objectives

1. Help our members improve their agencies with knowledge, best practices, activities and business
2. Grow IPRN with more, strong, collaborative and proactive members in all regions
3. Reinforce the credibility and leadership of IPRN
4. Support our member' clients internationalization
5. Develop business opportunities and leads between members and their clients
6. Promote participation in international projects, bids and pitches

The Lewis Model



How IPRN works

- We rely on efficient management and our members talent, capacity, expertise and proactivity to develop IPRN.
- We are different, we work under owner managed status, without the pressure and culture of multinationals, shareholder requirements and short term earning focus. We take care of our staff and promote talent.
- We are driven by results and to servicing our clients
- Our personal knowledge has build confidence between us and improved our skills to help best our clients.
- Being independent, our members don't have financial interest among them and have built a trustfull and collaborative relationship to benefit their international projects & clients.
- Our members work to the highest professional standars. Reputation is in the ADN of our organization and members

Strategies

1. Increase IPRN Visibility, Notoriety, Leadership and Reputation.
2. Promote IPRN members collaboration, participation and proactivity.
3. Increase the budget to develop actual and new thought leadership activities and more business opportunities.
4. Continue increasing membership benefits
5. Search qualitative growth, not quantitative: route for 50, 60 and 70 members
6. Reinforce of our *“IPRN Collaborative Ecosystem”* concept
7. Better knowledge of our member agency capacities, talent, clients portfolio, potential and international expertise.
8. Develop the IPRN potential in sponsorship, partnership and institutional agreements.

The “*IPRN Collaborative Ecosystem*” Concept

- **Knowledge:** we profit the expertise, best practices, innovative solutions, creativity and experience of our members as local experts, to improve of agencies, services and way of working.
- **Collaboration:** through our personal contacts, outstanding activities and trust and we have build strong and efficient relations
- **Innovation:** we adapt the best local practices proved in countries to other markets with our creativity, experience and flexibility
- **Business:** we place the business of our clients before our own
- **Activities:** our members participate, design and improve proactively the exclusive outstanding activities that take place through the year in different cities and countries of the world.
- **Management:** we have a lost cost efficient managment team, suported by one of our agencies and backed by many proactive members that lead our Committees, Projects and Activities.

Activities (1)

1. Continue increasing members: 50 in 2020. Priority Regions, Countries & Cities

1. USA&C: *LA, SF, Chicago, Atlanta, Boston, Miami, Dallas, Phoenix, Detroit, Memphis, Baltimore, Seattle, Las Vegas. Toronto, Vancouver, Montreal, Quebec*
 2. Asia: *China, Japan, Korea, Singapore, Indonesia, Thailand, Malaysia, Philippines. Australia & New Zealand. India*
 3. LatAm: *Brazil, Mexico, Peru, Ecuador, Costa Rica, Dominican Rep.*
 4. Europe: *Belgium, Holland, Austria, Switzerland, Norway, Hungary, Greece.*
2. New Website: more attractive, leads oriented and with more value for members; webinars, etc.
 3. Increase the Budget to do more and better activities and support better committees and projects.
 4. Reinforce our committees with more members, activities, leadership and rotation.

Activities (2)

5. More Meetings: Regional, in Americas and Asia. Sector Industry, Speed Data Business, Client International potential, etc.
6. Show better our members competence, capacities, work and talent for international projects and advice.
7. More presence in PR & Communication international events, summits, forum, etc.
8. Develop the IPRN potential in sponsorship, partnership and institutional agreements.
9. Design new added value activities: international PR leadership advice, mentoring programs, staff interchange programs, agency selling programs, sponsor packages, though leadership tools,
10. Analyze & Benchmarking other international PR networks: WorldCom, IPRX, PROI, etc.

MEMBERS GROWTH POTENTIAL



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	REGION POTENTIAL
EUROPE	26	27	28	28	30	30	31	32	32	33	34	35
USA & C	3	4	4	4	4	5	6	7	8	9	11	14
ASIA	1	3	3	3	3	4	5	6	7	8	9	11
LAT AM	1	2	3	5	6	7	7	8	8	8	8	9
ME	2	2	2	2	2	2	2	2	3	3	3	3
AFRICA	-	-	-	1	1	1	1	1	2	3	4	4
AUS & NZ	-	-	-	-	-	1	1	1	1	2	2	2
RUSSIA & CIS	1	1	1	1	1	1	1	1	1	1	2	3
JAPAN	1	1	1	1	1	1	2	2	2	2	2	3
TOTALS	35	39	40	44	48	52	56	60	64	69	75	84

Local knowledge. **Global reach.**

From

Local knowledge. Global reach

To

Unlimited Communication

www.iprn.com