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Campaign: APR

Job Name: Unique Value Proposition

Date: February 2016

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### **It Takes a Pro.**

As a skilled PR professional, you know that your success is dependent on staying relevant, resourceful, and inspired. The Accreditation in Public Relations (APR) sets you apart from your peers and proves that you have the know-how to take your career to its fullest potential. It takes a professional—someone with exceptional experience, broad expertise, and strong dedication and values—to thrive at what you do. The APR credential certifies your drive, professionalism, and principles. Being an APR confirms experienced PR professionals' commitment and adherence to industry best practices and ethics, and properly positions you as a leader and mentor in the competitive public relations field. The APR conveys your dedication to learning and self-improvement, and distinguishes you from your peers by demonstrating a cultivated approach to staying abreast of the challenges and solutions in today's shifting public relations world and your capabilities in a challenging professional assessment process. Preparing for the APR provides you with uniquely comprehensive, relevant, and forward-thinking PR skillsets and personal career insights that ensure the versatility and viability of the next generation of public relations leaders.