



Three Questions for Organizations Considering Joining the Universal Accreditation Board

1. Are you looking for more professional development opportunities to give your members?

Preparing for the APR is an exercise in success, as the process provides an assessment of an individual's proficiency and involves study, self-reflection and experience in the field. It is an excellent professional development experience and opportunity for PR professionals to learn, grow, advance and demonstrate their knowledge. Take a peek at the APR Study Guide (www.praccreditation.org/resources/documents/apr-study-guide.pdf) to see what's involved.

2. Do your members want an industry credential to set themselves apart from other PR practitioners?

The Accreditation in Public Relations (APR) credential certifies an individual's drive, professionalism and principles, setting them apart from their peers and positioning them as leaders and mentors in the competitive public relations field. The APR keeps PR professionals current on today's best practices and applications in the ever-evolving communications world. The APR:

- Asserts professional competence.
- Communicates professional expertise, plus personal and professional dedication and values.
- Reflects progressive public relations industry practices and high standards.

Earning the APR demonstrates mastery of today's strategic communications practice and a commitment to lifelong learning and ethical standards. Attaining this valuable distinction is a personal and professional achievement. It takes a professional — someone with exceptional experience, broad expertise and strong dedication and values — to thrive in the PR field. The APR demonstrates that experience, expertise, dedication and values. Learn more about the value of the APR at www.praccreditation.org/value/.

3. Do you want to align your members with thousands of public relations professionals?

Nine participating organizations that represent thousands of PR pros around the country and in Puerto Rico are represented by the Universal Accreditation Board (UAB) and are able to access and offer the APR to their members. Joining the UAB gives an organization connections and access to these professional associations, their members and their knowledge base. Learn more about who's already part of the UAB at www.praccreditation.org/about-uab/.