

Australia to host world's premier communications forum

Melbourne, Australia, October 25, 2010 - For the first time in history Australia will host the World Public Relations Forum at Melbourne in November 2012.

Global Alliance for PR and Communication Management Chair Elect Daniel Tisch made the announcement at the 2010 National Public Relations Institute of Australia Conference in Darwin today.

Mr Tisch said the PRIA bid, submitted at the 2010 World Public Relations Forum at Stockholm in June this year, stood out from the rest.

"Australia is one of the world's most advanced and innovative public relations markets and PRIA's bid was both comprehensive and compelling," Mr Tisch said.

"The Global Alliance is excited to join PRIA in welcoming the world's top communicators to Melbourne in 2012."

Held every two years, the forum brings the world's leading communicators together to present new methods and research, and ideas in the field of professional communication.

National PRIA President Robina Xavier said the 2012 event in Melbourne would increase the recognition and value of public relations in Australia.

"The 2012 World Public Relations Forum will bring public relations to the fore and go a long way towards advocating its value in the Australian workplace and community and enhance professionalism," Ms Xavier said.

"We are very proud the 2012 event will be held in Melbourne and look forward to welcoming the world's professional communicators to Australia to continue the global discussion on key issues that impact our practice."

Melbourne Convention and Visitors Bureau Chief Executive Officer Sandra Chipchase said hosting the World Public Relations Forum is a coup for Melbourne.

"MCVB is delighted to have worked with the PRIA to secure this prestigious business event

for Melbourne," Ms Chipchase said.

We look forward to welcoming Public Relations professionals from around the world to Melbourne, providing an opportunity to share local PR knowledge, and adding to this by sharing industry best practice and ideas garnered from hundreds of people from around the world."

The Melbourne 2012 World Public Relations Forum will be the seventh in the event's history, following Rome, Trieste, Brasilia, Cape Town, London and Stockholm.

The 2012 National PRIA Conference will coincide with the world event.

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About the Global Alliance for Public Relations and Communication Management
www.globalalliancepr.org

The Global Alliance is the confederation linking PR professional associations around the world. By partnering with associations in more than 70 countries, the Alliance works to increase professionalism in public relations and enhance the global influence of the profession. The Alliance's activities focus on raising standards, sharing knowledge, advocacy for the profession and strengthening associations of PR practitioners.

About the Public Relations Institute of Australia
www.pria.com.au

The Public Relations Institute of Australia (PRIA) is the national industry body for public relations and communication professionals in Australia. PRIA represents and provides professional support and recognition to over 3,000 individual practitioners and more than 175 consultancies nationwide. Since 1949, it's been PRIA's role to promote and enhance the profession and its status to the broader community. PRIA enforces the highest standards of ethical practice and represent public relations practitioners in the best interests of the profession.

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