



THE TWENTIETH THIRD ANNUAL GENERAL MEETING

Thursday 15 May 2025, 17:00 – 18:00, Venice, Italy

Attendees

The following members in good standing are confirmed as participating in the 2025 AGM:

1. **ABERJE - Brazilian Association for Business Communication (Brazil)**
2. **APCE - Portuguese Association of Corporate Communication (Portugal)**
3. **Apriori World (Croatia)**
4. **APRN - Asean Public Relations Network (Indonesia)**
5. **ASCOPA - Association of Strategic Communication and Public Affairs (Czech Republic)**
6. **Cause Impact (Kenya)**
7. **CSCE - Centre for Strategic Communications Excellence - (Australia)**
8. **CIPR - Chartered institute of Public Relations (UK)**
9. **CPRA - Communication Public Relations Australia (Australia)**
10. **Corporate Excellence for Reputation Leadership (Spain)**
11. **CPRS - Canadian Public Relations Society (Canada)**
12. **Dircom - Spanish Association of Communication Directors (Spain)**
13. **DPRG - German Public Relations Association (Germany)**
14. **EPRA - Estonian Public Relations Association (Estonia)**
15. **Egypt Association of Public Relations (Egypt)**
16. **Elizade University (Nigeria)**
17. **European Institute of Communication (Ireland)**
18. **FERPI - Federazione Italiana Relazioni Pubbliche (Italy)**
19. **FR Consulting (New Zealand)**
20. **GENN - New Narrative Study Group (Brazil)**
21. **Global Communication Certification Council (USA)**
22. **GP Reputation Agency (Vietnam)**
23. **IABC - International Association of Business Communicators (USA)**
24. **IPR - Institute for Public Relations (USA)**
25. **IPRM - Institute of Public Relations Malaysia (Malaysia)**
26. **LSPR Communication & Business Institute (Indonesia)**
27. **McMaster-Syracuse Master of Communications Management (Canada)**
28. **Newhouse School of Public Communication, Syracuse University (USA)**
29. **NIPR - Nigerian Institute of Public Relations (Nigeria)**

30. PERHUMAS - Public Relations Association of Indonesia (Indonesia)
31. Peterson Integrated Communications Institute (Kenya)
32. PR Knowledge Hub (New Zealand)
33. PRII - Public Relations Institute of Ireland (Ireland)
34. PRISA - Public Relations Institute of Southern Africa (South Africa)
35. PRomise Foundation for Public Relations/ February Networks (India)
36. PRSK - Public Relations Society of Kenya (Kenya)
37. PSPR - Polish Public Relations Association (Poland)
38. PT Astra International (Indonesia)
39. PRSA - Public Relations Society of America (USA)
40. Public Relations Society of the Philippines (Philippines)
41. Reputation Lighthouse (USA)
42. SPRV - Schweizerische Public Relations Verband (PR Suisse) (Switzerland)
43. Tühid - Turkish Public Relations Association (Turkey)
44. Universidad de Lima (Peru)
45. Universidad San Martín de Porres (Peru)
46. University of Liberal Arts Bangladesh (Bangladesh)
47. USC - University of Southern California (USA)
48. VNPR - Vietnam Public Relations Network (Vietnam)
49. Socially Mobile Community Interest Company
50. We Are Com (France)
51. World Communications (Malaysia)
52. Zambia Institute of Public Relations and Communication (Zambia)

Board Members:

53. Amith Prabhu (India)
54. Ana Pista (Philippines)
55. Bonnie Caver (USA)
56. Boy Kelana Soebroto (Indonesia)
57. Prof. Amybel Sánchez de Walter (Peru)
58. Fiona Cassidy (New Zealand)
59. Gesille Buot (Indonesia)
60. Gladys Díaz (Puerto Rico)
61. Dr. Hamilton dos Santos (Brazil)
62. Irene Chipili (Zambia)
63. Jaffri Amin Osman (Malaysia)
64. Jennifer Muir (Australia)
65. José Manuel Velasco (Spain)
66. Prof. Jude Genilo (Bangladesh)
67. Prof. Justin Green (Ireland)
68. Kia Haring (Finland)
69. Maliha Aqeel (USA)
70. My Nguyen Khoa (Vietnam)
71. Noella Mutanda (Kenya)
72. Norman Agatep (Philippines)
73. Paula Portugal Mendes (Portugal)
74. Peter Mutie (Kenya)
75. Philip T. Bonaventura (USA)

76. Prof. Rene Benecke (South Africa)
77. Silvia Arto (France)
78. Steve Shepperson-Smith (UK)
79. Prof. Wole Adamolekun (Nigeria)

Global Alliance Executive Center Officer

Mateus Furlanetto – MF, Chief Administrative Officer (Global Alliance Executive Centre)

Meeting Minutes

The President, Prof. Justin Green, started the AGM welcoming and thanking everyone for joining this meeting from every part of the world. The Secretary, Fiona Rose Cassidy, commenced the meeting.

Item 1. Apologies for absence, approval of agenda & appoint Returning Officer

The Secretary, Fiona Rose Cassidy, confirmed no apologies for absence were received.

The Secretary noted that as there were 10 members in good standing, present and participating within this Annual General Meeting this meeting had the valid quorum under article 13.6i of the Global Alliance Bylaws. The Secretary proposed a motion to approve firstly the Agenda as issued and secondly **Biagio Oppi** was not nominated for election, he proposed she be appointed as the **Returning Officer**, whose mission was to ensure that the electoral process is carried out in accordance with the Bylaws and fulfilling all democratic guarantees.

The motion was seconded by **Amith Prabhu** of PRomise Foundation to approve the agenda and **Biagio Oppi** as Returning Officer. **No members against. No member abstentions. Motion was unanimously approved.**

Item 2. Approval of Annual General Meeting held on 25 May 2025

The Secretary presented the 2024 AGM minutes for approval (see attached document).

Action:

A motion was proposed by **Fiona Rose Cassidy** of FR Consulting and seconded by **Silvia Arto** of We Are Com to accept the 2024 AGM minutes. **No members against. No member abstentions. Motion was unanimously approved.**

Item 3. Annual Report 2024 and President's highlights

The President, Prof. Justin Green, reported The Annual Report 2024 and the President's Highlights were made available on the Global Alliance website and sent to all members by email on 29 April

2025. The President was available to answer any questions or comments regarding both documents. (See attached File)

Item 4. Financial Report 2024

Jaffri Amin Osman presented the Financial Report for 2024 prepared by the Treasurer Philip T. Bonaventura:

The Global Alliance for Public Relations and Communications Management's financial position remains strong.

2024 was a year of reinvestment in Global Alliance member benefits, which aligns with our mission and strategic priorities. These reinvestments include initiatives to enhance member value, establish a cooperative framework, and strengthen support and engagement around Responsible Communication.

Notable achievements were made in education, training and development webinars, the World Public Relations Forum, the World Public Relations Awards, governance policies, digital communication, and Lima Mandate.

Our fiscal strength that has been built over these past few years has allowed us to allocate the necessary funds to continue building strong programs and elevate the profession.

Income Statement:

- Operating results for 2024 reflected a decrease in Total Income from 2023 (14,632 or 14%) primarily due to declines in Sponsorships (-10,434), World Public Relations and Communication Awards program revenue (6,763) and Accreditation Fees (-2,730). However, membership has grown and we realized an increase in Membership Fees (5,295 or 11%).
- Expenses increased 24,787 or 29% from 2023. The most significant increases occurred in the General Secretariat Refund (-6,624), Other General Expenses (-6,230), Exchange Rate Conversions (-5,182), World Public Relations and Communication Awards program (-3,442) and Social Media Management (-1,901)), We did realize savings in the Administrative Office Expenses (4,004). Other expense categories saw relatively small variances as compared to 2023
- The net result was an operating surplus of 22,841 which was 8,899 or 64% higher than 2022, and it greatly exceeded the budget expectations.

Balance Sheet:

- Total Net Assets decreased by the total operating deficit generated in 2024 of -16,577, resulting in a Net Asset Balance of 141,482. This represents 129% of the 2024 operating expenses or more than 15 months of expenses in liquid reserves, which exceeds the industry benchmark of 50% or six months of operating expenses in reserves. Under any circumstances, a strong balance sheet enables associations like the Global Alliance to plan for investments which will serve to improve and diversify membership offerings while providing a safety net in the event of unforeseen business challenges. The current Net Asset Balance reflects the focus on member value, innovative programming and diligent financial stewardship.

A Report of the statutory auditor who had examined the financial statements (balance sheet, income statements and notes) was made in accordance with the Swiss Law.

Action:

A motion was proposed by Jaffri Amin Osman of Institute Public Relations Malaysia and seconded by Hamilton dos Santos of ABERJE – Brazilian Association for Business Communication to accept the financial report 2024. **No members against. No member abstentions. Motion was unanimously approved.**

Item 5. Nominating committee report and election of board members

The Chair of the Nominating Committee, **Amith Prabhu**, presented the report:

In full compliance with Global Alliance Bylaws Article 14.2 and Policy 2 - Board Director Nominations & Nomination Committee, the Board appointed the Nomination Committee at their Board meeting of 6th December 2024.

The Nomination Committee was chaired, Amith Prabhu and composed of Boy Kelana Soebroto, Philip T. Bonaventura, and Pamela Yin Xiaodong. No member of this committee were eligible for election.

The call for nominations for available positions on the 2025/26 Board was announced and made public on 4th December 2024 with a closing date of 16th January 2025.

There are 23 Board members stepping down on June 30th, of which 20 are seeking re-election.

A list of 27 nominees are seeking election for 24 positions, as published in advance and reflected on Election Form issued to representative members or their appointed Proxy representative who are present here today.

Members voted by an Election Form.

Action:

The Boards returning officer, **Biagio Oppi**, announced the elected nominees by the members of the AGM to the Board for 2025/26 listed below:

| Position/ Term | Nominee | Member Affiliation |
|-----------------------------------|--------------------|--|
| President (To 30 June, 2027) | Prof. Justin Green | Public Relations Institute of Ireland PRII (Ireland) |
| Vice President (To 30 June, 2027) | Silvia Arto | We Are Com (France) |
| Secretary (To 30 June, 2027) | Claire Ryan | Canadian Public Relations Society (Canada) |

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| Delegate-at-Large National Association (To June 30, 2027) | Hamilton dos Santos | Brazilian Association for Business Communication (Brazil) |
| Delegate-at-Large National Association (To June 30, 2027) | Jaffri Amin Osman | Institute Public Relations Malaysia (Malaysia) |
| Delegate-at-Large National Association (To June 30, 2027) | Kia Haring | Finnish Association of Communication Professionals ProCom (Finland) |
| Delegate-at-Large Any Membership Categories (To June 30, 2027) | Ana Pista | Public Relations Society of the Philippines (Philippines) |
| Delegate-at-Large Any Membership Categories (To June 30, 2027) | Irene Lungu | Zambia Institute of Public Relations and Communication (Zambia) |
| Delegate-at-Large Any Membership Categories (To June 30, 2027) | Peter Mutie | Peterson Integrated Communication Institute (Kenya) |
| Delegate at Large Academic/Research (To June 30, 2027) | Dr. Amybel Sánchez de Walther | San Martín de Porres University (Peru) |
| Delegate at Large Academic/Research (To June 30, 2027) | Dr. Jude Genilo | University Liberal Arts Bangladesh (Bangladesh) |
| Delegate at Large Academic/Research (To June 30, 2027) | Dr. Wole Adamolekun | - Elizade University (Nigeria) |
| Regional Delegate at Large (To June 30, 2026) | Adrian Cropley | Centre for Strategic Communication Excellence (Australia) |
| Regional Delegate at Large (To June 30, 2026) | Bonnie Caver | Reputation Lighthouse |
| Regional Delegate at Large (To June 30, 2026) | Prof. Dalien Rene Dailen Benecke | Public Relations Association of Southern Africa (South Africa) |
| Regional Delegate at Large (To June 30, 2026) | Gesille Buot | Asean Public Relations Network (Indonesia) |
| Regional Delegate at Large (To June 30, 2026) | Dr. Ike Neliaku | Nigerian Institute of Public Relations (Nigeria) |
| Regional Delegate at Large (To June 30, 2026) | Jennifer Muir | Communication and Public Relations Australia (Australia) |
| Regional Delegate at Large (To June 30, 2026) | My Nguyen Khoa | Vietnam Public Relations Network (Vietnam) |
| Regional Delegate at Large (To June 30, 2026) | Noella Mutanda | Public Relations Society of Kenya (Kenya) |

| | | |
|---|--------------------------|---|
| Regional Delegate at Large (To June 30, 2026) | Maliha Aqeel | International Association of Business Communicators (USA) |
| Regional Delegate at Large (To June 30, 2026) | Pavel Vlček | Association of Strategic Communication and Public Affairs ASCOPA (Czech Republic) |
| Regional Delegate at Large (To June 30, 2026) | Steve Shepperson - Smith | Chartered Institute of Public Relations (UK) |
| Regional Delegate at Large (To June 30, 2026) | Prof. T. Serra Görpe | Turkish Public Relations Association (Turkey) |
| Acting Treasurer* | Norman Agatep | ASEAN Public Relations Network (Philippines) |

*Under article 14.2.iv of the Global Alliance Bylaws, the Executive Board on 16 May 2025 appointed Norman Agatep- Public Relations Society of the Philippines PRSP (Philippines) as acting Treasurer until 30 June 2026.

Item 7. Any other notified business

No notified business was received from any member as set out in accordance with the Bylaws under article 13.4i.

The Secretary, Fiona Rose Cassidy, invited the President, Prof. Justin Green, to close the meeting.

The President, Prof. Justin Green, expressed his gratitude and thanked to all 86 Global Alliance member organisations worldwide, to CAO, Mateus Furlanetto, all fellow board members for their commitment and to their representative organisations who put in so much voluntary time and effort into Global Alliance.

Expressed his gratitude to the outgoing members of the board, Fiona Rose Cassidy, Gladys Días and Paula Portugal Mendes.

The president thanked Biagio Oppi from Ferpi – Italian Federation of Public Relations for hosting the AGM in Venice, Italy and everyone for their participation.

Venice, 15 May 2025.

For the Global Alliance Board



President
Justin Green



Secretary
Fiona Rose Cassidy



Chief Administrative Officer
Mateus Furlanetto de Oliveira