

# Accreditation in Public Relations (APR)

*"It has given me the confidence  
to explore and consider other  
areas of the public relations field  
that I don't usually specialise in."*

**Rebecca Kinraid, 2022  
Joseph Peart Award Winner**



## To apply for APR you must:

- ✓ Be a member of PRINZ
- ✓ Have 5 - 9 years experience in the public relations or communications industry
- ✓ Be able to fully commit 50-60 hours to the programme including attendance at seminars, coursework and exams

## Why should PR and communications professionals consider APR?

- Professional credibility
- Client/Stakeholder confidence
- Commitment to professionalism
- International recognition
- Career advancement

*The PRINZ Accreditation (APR) programme advances the professional practice of public relations and communication management by recognising those who have demonstrated broad knowledge, experience and professional, ethical judgement and who as a result, operate at a commonly accepted, accredited level of practice.*

## Contact

 [prinz.org.nz](https://prinz.org.nz)

 [office@prinz.org.nz](mailto:office@prinz.org.nz)