

APR Programme Schedule 2021

Friday 26 March	Applications close
Friday 23 April	Confirmed enrolment of candidates
Dates & Locations TBC	PR Strategy and Evaluation Course - OPTIONAL This course covers the fundamentals of PR strategy, planning, research, measurement and evaluation. Attendance is not mandatory, but we highly recommend attending as it will invaluable to your APR coursework. NOTE: Current APR candidates receive a 50% discount on this course and all other PRINZ CPD courses.
Thursday 13 May 9.30am - 10.30am	Initial briefing – Online via Zoom
Friday 18 and Saturday 19 June 8.30am - 4pm	Body of Knowledge Seminar - AUCKLAND Two days of learning and workshop sessions led by senior professionals.
Monday 5 July at 5pm	Assignment 1 due (10%) PR Programme Case Study, 2000-2500 words
Monday 2 August at 5pm	Assignment 2 due (10%) Discussion Paper in PR practice, 2000-3000 words
Monday 6 September at 5pm	Assignment 3 due (20%) Discussion Paper, 2000-3000 words
w/c Monday 6 September	Exam workshop Workshop led by APR chief examiner, covering a review of submitted assignments and guidance for the major work example, written exam and viva voce.
Thursday 9 September 9am-10am	Exam conference call for final exam questions and preparation
Thursday 21 October 9am-12.15pm	Written exam (25%) Locations to be advised
Thursday 21 October (afternoon)	Viva voce oral exam (35%) Locations and panel times to be advised
Friday 3 December	Candidates advised of final results
2022 PRINZ Awards Gala Dinner	Graduation