



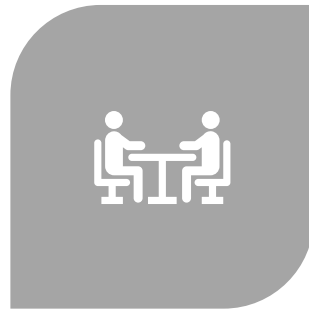
What is it and
am I ready?



Accreditation in Public Relations (APR)



INTERNATIONALLY
RECOGNISED



INDUSTRY
QUALIFICATION



PROFESSIONAL
ACHIEVEMENT



ENTITLED TO USE APR
AFTER YOUR NAME



2020 APR Graduate

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APR secures you a respected seat within the industry. It represents competence, strategic perspective, professionalism and commitment to ethical practice.

KATIE MOORE APR

*Account Director
Convergence Communications*



Demonstrates professionalism

- Breadth of experience
- Ethical judgement
- Professional capabilities
- Commitment to profession

PRINZ APR Programme Eligibility

- Open to PRINZ members with at least five years' PR/Comms experience.
- Candidates must be working at a level where they are managing projects and/or people.
- Candidates should be working at or above a communication adviser (in-house) or account manager (consultancy) position.

Application Process

- Submit an up-to-date copy of your CV and completed APR Application Form including contact details for two referees (ideally PRINZ members).
- Application form - briefly outline three projects you have managed or worked on.
- Applications close – Friday 26 March
- Email Elaine@prinz.org.nz
- For queries, email Elaine or call 09 358 9808.

Assessment overview

Assessment	Topic	Weighting
Assignment one	Personal practice: PR programme case study	10%
Assignment two	Professional practice: Discussion paper on ethical PR practice	10%
Assignment three	Leadership: Discussion paper on leadership	20%
Exam	Body of Knowledge	25%
Viva Voce	Panel	35%

A background image showing a person's hands typing on a laptop keyboard. In the foreground, there is a light brown ceramic mug filled with coffee, a pair of black-rimmed glasses, and a spiral-bound notebook on a white desk.

Written exam

- Designed to test your public relations body of knowledge.
- You must answer five of eight questions.
- You will be provided with a brief scenario and asked to describe a public relations/communication management response to it.
- The exam does not test memory of textbook definitions, but assesses how well you can apply your knowledge.



Viva voce

- Candidates are interviewed by a panel of three senior practitioners. This is like a job interview, where the format requires you to think on your feet.
- The purpose of the Viva Voce is to demonstrate your experience and your understanding of PR as an industry and an ethical profession.



Communication Capabilities

- To align communication strategies with organisational purpose and values
- To identify and address communication problems proactively
- To conduct formative and evaluative research to underpin communication strategies and tactics
- To communicate effectively across a full range of platforms and technologies.



Organisational Capabilities

- To facilitate relationships and build trust with internal and external stakeholders and communities
- To build and enhance organisational reputation
- To provide contextual intelligence.



Professional Capabilities

(those expected of any professional)

- To provide valued counsel and be a trusted advisor
- To offer organisational leadership
- To work within an ethical framework on behalf of the organisation, in line with professional and societal expectations
- To develop self and others, including continuing professional learning.

Global Capability Framework

<https://www.globalalliancepr.org/capabilitiesframeworks>

<https://prinz.org.nz/resources/global-capabilities-framework/>

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 be 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

Programme

Support

- PRINZ office APR co-ordinator – Rheanna Kingma
- APR national co-ordinator – Amanda Weatherley, APR
- Chief examiner – Deepti Bhargava, APR, FHEA
- Mentor – TBA

At the start of the programme candidates take part in a teleconference call to meet the chief examiner, PRINZ and the national co-ordinator for APR. Mentors are also invited to this call.

The Chief Examiner holds a half day exam workshop to prepare you for the exams.

Before the exam a teleconference call is held to discuss any final questions.



2020 APR Graduate

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APR is a great opportunity to look at the PR profession's many angles and tie together different parts of the job to achieve a meaningful result based on research and best practice.

MARIA SKATOVA APR

*Communications Advisor
InternetNZ*





2019 APR Graduate

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The value of APR for me was that the assignments forced me to take the time to deconstruct and challenge these instincts, and present arguments and strategies in a considered, academic manner.

GEZ JOHNS APR

*Senior Account Director
Network Communication*



Questions?

