

## APR Programme Schedule 2026



<b>Friday 13<sup>th</sup> March</b>	Applications close
<b>Tuesday 11 April</b>	Confirmed enrolment of candidates
<b>Monday 20 - Thursday 23 April</b>	<p><b>PR Strategy and Evaluation Course</b></p> <p>This course covers the fundamentals of PR strategy, planning, research, measurement and evaluation over four mornings. Completing this course, or having completed its international equivalent, <b>is required</b> before commencing APR to ensure the fundamentals of PR and Communications strategic application can be incorporated in the course work undertaken in APR.</p> <p>Note: Current APR candidates receive a 40% discount on this course.</p>
<b>Monday 11 May 12:00pm – 1:00pm</b>	Initial briefing – Online via Zoom
<b>Friday 12th and Saturday 13th June (Venue TBC) 8.30am - 4pm</b>	<p><b>Capabilities Seminar - AUCKLAND</b></p> <p>Two days of learning and workshop sessions led by senior professionals. Included in the APR fee, travel and accommodation not included.</p>
<b>Monday 29<sup>th</sup> June -12pm</b>	Conference Call for Assignment 1 preparation
<b>Monday 13th July – 11:59pm</b>	<p>Assignment 1 due (10%)</p> <p>Discussion paper on professional public relations practice, 1500 words</p>
<b>Monday 27th July - 12pm</b>	Conference Call for Assignment 2 preparation
<b>Monday 10th August – 11:59pm</b>	<p>Assignment 2 due (10%)</p> <p>Case study on a strategic public relations programme, 1500 words</p>
<b>Monday 7<sup>th</sup> September - 12pm</b>	Conference call for Assignment 3 preparation
<b>Monday 28th September – 11:59pm</b>	<p>Assignment 3 due (20%)</p> <p>Report on improving the effectiveness of the public relations function, 2000 words</p>
<b>Monday 19th October</b>	Exam workshop for final exam questions and preparation – Online via Zoom Workshop led by APR chief examiner, covering a review of submitted assignments and guidance for the major work example, written exam and viva voce.
<b>Wednesday 28th October (TBC) 9am-12.30pm</b>	<p>Written exam (25%)</p> <p>Locations to be advised</p>
<b>Wednesday 28th October (TBC) (afternoon)</b>	<p>Viva voce oral exam (35%)</p> <p>Locations and panel times to be advised. Minimal travel required dependent on candidates' locations.</p>
<b>Friday 1 December</b>	Candidates advised of results
<b>2027 PRINZ Awards Gala Dinner</b>	Graduation



