

APR Programme Schedule 2026



Friday 13 March	Applications close
Tuesday 11 April	Confirmed enrolment of candidates
Monday 20 – Thursday 23 April	<p>PR Strategy and Evaluation Course</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, is required 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 30% discount on this course.</p>
Monday 11 May 12:00pm – 1:00pm	Initial briefing – Online via Zoom
Friday 12 and Saturday 13 June (Venue TBC) 8.30am – 4pm	<p>Capabilities Seminar - AUCKLAND</p> <p>Two days of learning and workshop sessions led by senior professionals. Included in the APR fee, travel and accommodation not included.</p>
Monday 29 June – 12pm	Conference Call for Assignment 1 preparation
Monday 13 July – 11:59pm	<p>Assignment 1 due (10%)</p> <p>Discussion paper on professional public relations practice, 1500 words</p>
Monday 27 July – 12pm	Conference Call for Assignment 2 preparation
Monday 10 August – 11:59pm	<p>Assignment 2 due (10%)</p> <p>Case study on a strategic public relations programme, 1500 words</p>
Monday 7 September – 12pm	Conference call for Assignment 3 preparation
Monday 28 September – 11:59pm	<p>Assignment 3 due (20%)</p> <p>Report on improving the effectiveness of the public relations function, 2000 words</p>
Monday 19 October	<p>Exam workshop for final exam questions and preparation – Online via Zoom.</p> <p>Workshop led by APR chief examiner, covering a review of submitted assignments and guidance for the major work example, written exam and viva voce.</p>
Wednesday 28 October (TBC) 9am-12.30pm	<p>Written exam (25%)</p> <p>Locations to be advised</p>
Wednesday 28 October (TBC) (afternoon)	<p>Viva voce oral exam (35%)</p> <p>Locations and panel times to be advised. Minimal travel required dependent on candidates' locations.</p>
Friday 1 December	Candidates advised of results
2027 PRINZ Awards Gala Dinner	Graduation