

MOVING MEMBERSHIP TO EMPLOYER PARTNERSHIP



Canadian Public
Relations Society

| Société canadienne
des relations publiques

Supporting employee professional development and acknowledging high performance is crucial to your organization's success, as is continuing to build the skills and expertise of your public relations and communications practitioners.

The Canadian Public Relations Society (CPRS) can support your organization and deliver real value and savings through the Employer Group Membership Program (EGM).

STEP 1

Your organization purchases memberships for staff and takes advantage of the waived initiation fee. The organization owns the memberships and can assign them to any employee at any time. This ensures that there is no lost investment if an employee leaves the organization.

STEP 2

Throughout the year, your organization receives discounted rates on CPRS national programs for your organization and its employees. The more your employee members participate, the more savings your organization receives.

STEP 3

At renewal, the process is streamlined with one renewal notice and one payment.

WHAT DOES THIS MEAN FOR YOUR EMPLOYEES?

New business opportunities: CPRS members have access to networking events which provide effective opportunities to expand their professional networks. In addition, they have access to the member-only Online Directory filled with contact information for those who work in and for the industry.

Professional Development: Professional development is the #1 reason for joining CPRS. Each year, the CPRS Annual Conference is hosted over three days and delivers an extensive program of informative workshops, plenary sessions and networking opportunities to more than 300 public relations and communications professionals.

Throughout the year, CPRS offers free member-only webinars on award-winning campaigns and industry trends. The accreditation program, now in its 50th year, grants the APR® designation, which is the industry standard for senior professionals who have demonstrated a high level of knowledge, ethical practices, skills and abilities in the area of public relations and communications management.

Recognition for your outstanding projects and campaigns: Is your organization a thought leader in public relations and communications management? The CPRS Awards of Excellence is your perfect opportunity to showcase and gain recognition for your best work.

Keep on top of industry trends and developments: *Communiqué*, our bi-weekly e-newsletter brings updates and news briefs to its readers with special highlights for CPRS Members. The *Public Relations Tactics* and *The Public Relations Strategist* publications provide insight on PR trends from our colleagues south of the border at Member discounted rates.

Recruit the best when the time comes: The CPRS Career File is your direct link to qualified and experienced candidates to fill your organization's needs. Member only pricing is further discounted in the EGM program.

Member Partner Programs: CPRS has established partner programs with suppliers offering discounted rates for Members on products and services that are of interest to your organization and employees.

JOIN THE CPRS EMPLOYER GROUP MEMBERSHIP PROGRAM

Contact us today for your opportunity to build a package that meets your organization's and employees' needs!

For more information please contact the CPRS National Office at admin@cprs.ca.



HOW MANY MEMBERSHIPS MAKE SENSE FOR YOU AND WHAT ARE THE SAVINGS?

MORE MEMBERSHIPS MEAN MORE SAVINGS THROUGHOUT THE YEAR FOR YOU AND YOUR TEAM.

Benefit	Fee	5 to 9 Members at 10% savings	10 to 14 Members at 15% savings	15 to 19 Members at 20% savings	20+ Members at 25% savings
Base Membership Fee*	\$270				
Initiation or reinstatement fee	\$50	Waived	Waived	Waived	Waived
Awards Submissions	\$250	\$225	\$212.50	\$200	\$187.50
Earlybird Conference Registrations	\$1,050	\$945	\$892.50	\$840	\$787.50
Career File Postings**	\$395	\$355.50	\$335.75	\$316	\$296.25
PRK® Registrations + Readiness Program	\$250	\$225	\$212.50	\$200	\$187.50
Public Relations Tactics Subscriptions**	\$65	\$58.50	\$55.25	\$52	\$48.75
The Public Relations Strategist Subscriptions**	\$70	\$63	\$59.50	\$56	\$52.50
APR® Registration	\$425	\$382.50	\$361.25	\$340	\$318.75
Enhanced Company Logo in Online Member Directory	\$200	Waived	Waived	Waived	Waived

* Local Society fee additional

**Member-only Rate

Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

CPRS.CA