Global Credentials and Accreditation Summit
Global Alliance for Public Relations and Communication Management

Summit Co-chairs:
Anne Gregory (Chair GA) and Gregor Halff (Chair-Elect GA)

Saturday 21 June 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Welcome &amp; summit purpose - exploring the potential for shared accreditation/credentials at a global level</td>
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<tr>
<td>14:15</td>
<td>Jean Valin, background briefing</td>
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<td>14:30</td>
<td>Member association short presentations - outline of national credentials/accreditation schemes</td>
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<td>15:30</td>
<td>The review of accreditation conducted by PRSA &amp; IABC</td>
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<td>16:00</td>
<td>Afternoon tea</td>
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<tr>
<td>16:15</td>
<td>The opportunities and process as defined by ISO: Sean MacCurtain</td>
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<td>17:15</td>
<td>Best practices of global standards - a look into other professions – Catherine Arrow</td>
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<td>• International Federation of Accountants: Russell Guthrie</td>
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<td>• Federation of European Internal Communicators Associations: Antonio Rapoula</td>
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<td>18:15</td>
<td>Close</td>
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<tr>
<td>19:30</td>
<td>Regroup for dinner/drinks/discussions</td>
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</table>
Sunday 22 June 2014

09:00  Welcome and recap

09:15  The ideal state – member expressions of their ideal credential/accreditation scheme

10:15  Break

10:30  The Role of the GA

12:00  Discussion and proposal to Annual General Meeting

13:00  Lunch

14:00  Annual General Meeting

16:00  Close

Meeting Location

USI Università della Svizzera italiana
Red Building
Room A11 (ground floor)
via Giuseppe Buffi 13
6900-Lugano

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Participant list

Jeannette Agnrud (Swedish Association for Communication Professionals, Sweden)
Catherine Arrow (Public Relations Institute of New Zealand, New Zealand)
Alejandra Brandolini (Professional Council of Public Relations of Argentina, Argentina)
Elena Bernasconi (Global Alliance for Public Relations, Switzerland)
Sebastian Cebrián (Communication Directors Association, Spain)
Mateus Furlanetto (Brazilian Association of Business Communication, Brazil)
Anne Gregory (Chartered Institute of Public Relations, UK)
Russell Grossman (International Association of Business Communicators, UK)
Russell Guthrie (International Federation of Accountants, USA)
Gregor Halff (Institute of Public Relations of Singapore, Singapore)
Fatuma Hirsi Mohammed (Public Relations Society of Kenya, Kenya)
Dorthee Hutter (German Public Relations Association, Germany)
Aleksandra Kolarić (Croatian Public Relations Association, Croatia)
Francesco Lurati (University of Lugano, Switzerland)
 Therese Manus (Norwegian Communication Association, Norway)
Alastair McCapra (Chartered Institute of Public Relations, UK)
Sean Maccurtain (ISO, Switzerland)
Paula Mendes (Portuguese Association of Corporate Communication, Portugal)
Elisa Noli (Global Alliance for Public Relations, Switzerland)
Biagio Oppi (Italian Federation of Public Relations, Italy)
Aune Past (Estonian Public Relations Association, Estonia)
Juan Pina (Communication Directors Association, Spain)
Antonio Rapoula (Internal Communicators Association in Europe)
Suzanne Rouden-Schmidlin (Swiss Public Relations Association, Switzerland)
Mark Schumann (International Association of Business Communicators, USA)
Daniel Tisch (Canadian Public Relations Society, Canada)
Jean Valin (Canadian Public Relations Society, Canada)
Judy VanSlyke Turk (Virginia Commonwealth University (VCU), USA)
José Manuel Velasco (Communication Directors Association, Spain)
Susan Walton (Public Relations Society of America, USA)
Dr Cynthia Woodley (ISO, Switzerland)