



Timeline - History of the Global Alliance 1996-2013

Pre-formation years 1996-2002

Formal years of operations July 2002 to present

Main events

Year	Location	Highlights
1996	Ottawa	CPRS National president Jean Valin begins planning for Year 2000 reciprocity initiative with Executive Director Arbo Matilla.
1997	Ottawa December	Letter from CPRS Immediate Past National President Jean Valin sent to over 60 PR associations proposing reciprocity initiative as per PRSA/CPRS model for a year 2000 unveiling.
	New York October	PRSA International section submits recommendations on global outreach to PRSA board.
1998	London	Email from Peter Walker President IPR UK in response to reciprocity initiative inviting Jean Valin to present the CPRS reciprocity initiative at meeting in London at a PR summit as part of their 50 th anniversary initiatives. Several leaders from several PR associations will be present. Jean Valin unable to attend but Peter Walker presents reciprocity initiative on his behalf.
	New York January-May	PRSA forms task Force on Global Understanding. Issues RFP and develops business plan. Nancy Bricker & Associates is chosen to study global initiatives.
	London April 22	Ray Gaulke (PRSA executive director) meets with John Lavallee (exec dir IPR) to discuss collaboration prior to meeting. Meeting chaired by Peter Walker (President IPR) with representatives of PRSA (Ray Gaulke), IPR (Philip Dewhurst), PRISA (Margi Moscardi and Anna-Mari Honnibal), CERP (Sonja Klinje), ICO (Chris McDowall) Zimbabwe PR association (Jill Day) Czech Republic Association (Miroslav Foreman), IPRA (Roger Hayes), Ghana (Nanabayin Pratt), Sweden (Margaretha Sjoberg), and PRII (Sharon Plunkett). Reciprocity is discussed as well as global standards and a need for greater collaboration. Alliance is mentioned by PRSA's Gaulke. ³
	Boston October 21	Preliminary Bricker report presented to PRSA Board and Assembly. PRSA hosts international gathering of interested parties at conference. Mary Lynn Cusick, President of PRSA chairs meeting. Thirty one representatives of 18 associations are present. Peter Walker of IPR presents and speaks of possible Alliance; Jean Valin of CPRS presents reciprocity initiative and seeks formal intent to go

	New York December	<p>forward with reciprocity and pursue discussions towards Alliance. PRSA proposes a Global Institute. Eight roundtables report back on areas of potential collaboration. Consensus to continue collaboration. Declaration of intent adopted.</p> <p>Final Bricker report on global opportunities presented to PRSA board.</p>
1999	New York-Jan. Vancouver June Washington June 24	<p>PRSA forms Global Initiatives Committee to replace Task force</p> <p>CPRS/PRSA joint boards meet. International initiative is discussed by Sam Waltz is President PRSA. Denis Racine is President of CPRS. PRSA proposes Global Institute, led and supported financially by them; seeks partners.</p> <p>IABC hosts next gathering of interested parties. Dave Seifert of IABC chairs. Reciprocity initiative takes hold as bi-lateral initiative; Associations push for some form of linkage between associations. Dave Thomson of IABC (UK) arranges for 'future casting' session where Jean Valin of CPRS, Colin Farrington of IPR, Carolyn Fazio of IPRA, Brane Gruban of IABC (Slovenia), Ledle McCoy of PRIA, and Deanna Pelfrey of PRSA present suggestions to move forward with alliance. Twenty-one representatives of sixteen associations are present. PRSA proposes to lead a Global Institute but does not receive support. Alliance Task force formed to outline collaborative framework. Deanna Pelfrey of PRSA asked to head task force with Jean Valin (Canada), Colin Farrington (UK), Margi Moscardi (South Africa), John Gallagher (Ireland) and Dave Seifert (IABC). Summit participants sign declaration expressing intent to collaborate and share information as well as explore new global framework for collaboration between associations. However, mistrust about PRSA's ambitions remains.</p>
2000	Ottawa June 3 July 1-leaders report London	<p>Jean Valin on behalf of CPRS signs reciprocity agreements with nine associations. Additional progress made on the Alliance front re: areas of collaboration, governance and membership criteria, funding formula, name of organization, location of HQ. Progress report to association leader takes shape.</p> <p>Global Alliance Task Force produces Progress Report summarizing all areas of agreement/disagreements, issues and potential solutions. Several options discussed and fleshed out. Progress Report sent to association's representatives. Letters sent to seek formal agreement in Chicago.</p> <p>PRSA's Sam Waltz, Steve Pisinski and Deanna Pelfrey meet with Colin Farrington and Ann Mealor of IPR to discuss Alliance. Agreement is signed to promote the global alliance.</p>

	Chicago October 20-24	<p>PRSA Int'l conference/ IPRA World Congress- Formal declaration of intent signed by 23 associations.</p> <p>Working groups formed to prepare proposals on Vision, Mission, Objectives and activities of new Alliance, governance , outreach and financing model.</p>
2001	London January 27-28	<p>Working groups report on formation of GA. Jean Valin chairs deliverables work group, Deanna Pelfrey chairs governance, Catherine Bolton and Deanna Pelfrey co-chair financing. New work groups are formed: Ethics (Jean Valin, professional development (Colin Farrington), accreditation (Margi Moscardi). Twenty representatives of 14 associations are present. Broad agreement with refinements proposed on governance. Incorporation issues debated. Name of organization is agreed in principle. Tensions and divisions continue between IABC/IPRA and representatives from national organizations. Jean Valin proposes a 'no poaching outside country boundaries' policy for membership of national organizations. This is agreed. However, concerns over IABC and IPRA competition for members eventually lead to the creation of 'national' and 'non national' membership category in GA, thereby re-enforcing the premise of GA that it is there to support national associations first and foremost. Need for an interim board discussed. Process values discussed: Principle of 'consensus' versus 'vote' is seen as highly desirable; also 'one association-one vote'. Need for early deliverables is stressed. Web site and code of ethics seen as good options. Interim leadership (working group chairs) is recognized and authorized to take things forward.</p>
	Stockholm June 28-29	<p>Interim Board established consisting of work group chairs: Deanna Pelfrey, Jean Valin, Colin Farrington, Margaret Moscardi, John Gallagher, Margaretha Sjoberg (SPRA). Continuing work to define collaboration and governance. Seventeen representatives of ten associations are present. Jim Holt of IPRA is in attendance but no one from IABC. Creation of two-tiers of membership appears to have dissolved fears of dominance by anyone member. No one association should dominate and all types of associations can collaborate in GA work plan. Discussion shifts to areas of collaboration and work group reports on ethics, accreditation, professional development, governance, and research. 'At member's rate' policy is discussed and seen as desirable to demonstrate tangible benefit to members.</p>
2002	SunCity /Pilanesberg March 2-3	<p>PRISA conference and GA leaders meeting. Margi Moscardi of PRISA offers 50% of profits as contribution to GA and sets precedence for others.</p> <p>Final proposals to create GA presented and discussed. Agreement to create web site, set up work groups, work on global standards. English established as language of business for GA. Search for funds (foundations) continue. Ethics project takes shape. Deanna Pelfrey of PRSA offers GA graphic identity. 'What is GA?' document is approved. IPRA agrees to tiered membership structure</p>

		(non-voting). IABC objects but agrees to collaborate with GA regardless of voting/non-voting status. Consensus to proceed as outlined in governance proposals with 'no poaching policy' reiterated for national organizations. Interim chair Deanna Pelfrey to conduct call for nomination in time for Bled meeting. John Gallagher (Ireland) agrees to be returning officer. Two offers for next meetings accepted: Bled (Slovenia) and Auckland (New Zealand).
	July	Jean Valin writes Global Alliance Manifesto and eleven committees are set up (with leaders): web site (Colin Farrington), code of ethics (Jean Valin), governance (Deanna Pelfrey), research (Margi Moscardi), evaluation and measurement (Margaretha Sjoberg), advocacy (Toni Muzi Falconi), links with academia (Darinka Drapal, SLO), professional development (Colin Farrington), accreditation (Margi Moscardi), global/social issues and CSR (Tim Marshall), and membership (John Gallagher).
	Bled, SLO July 3	Election and confirmation of Toni Muzi Falconi as first chair, Jean Valin Chair elect, Colin Farrington Secretary, Margi Moscardi Treasurer. Secretariat is established in South Africa. First executive board meeting and AGM conducted. Deanna Pelfrey is thanked for her interim leadership. GA receives reports from work groups: Evaluation/measurement, Global/social issues, Professional development, Research and academics; ethics task force continues its work. First GA web site is launched. IPRA withdraws from GA. Deanna Pelfrey of PRSA presents signed letter of intent from CONFIARP (South American confederation) to join GA.
	Exec board Oct 3	First public documents published on GA web site. 'Landscapes project takes shape thanks to efforts by several individuals and students from CPRS and PRSA. Comparative study of regulation of the profession is launched with sponsorship (10K) from Edelman.
	October 8	GA newly elected officers sign memorandum of association to register GA in the UK as a company limited by guarantee and not having a share capital.
	October 28	Articles of association signed setting out the procedures to comply with the Companies Act in the UK.
	November 10-12 San Francisco	Chair elect Jean Valin is invited to speak at PRSA International conference on ethics and the work of the GA

2003	Auckland February 16-17	GA executive board meeting at PRINZ conference Global Code of ethics is approved and to be implemented by means of a ratification protocol. PRSA offers help through Juan Carlos Molleda to create online profiles of country's 'PR Landscape'. -- Board agrees to pursue regional representation seats on the board.
	Univ. Of Maryland February	Jim Gruning and Bob Dilenschneider organizing a one day meeting to promote formation of GA and global reach. Toni Muzi Falconi attends.
	San Juan PR	Jean Valin speaks on new global code of ethics at Puerto Rico PR association event.
	Bangalore April 19-21	Margi. Moscardi speaks at PR Institute of India on 'Communicating for peace' incorporating ethics as a theme.
	Rome June 20-21	First WPRF held. Theme is ethics. AGM and board meetings follow WPRF. Ratification of new global ethics protocol begins with a one year deadline for existing GA members to comply. New members to sign as part of application process. PRSA president Reed Byrum speaks on ethics.
	Brasilia	First meeting with CONFERP (regulator of PR in Brazil) presenting GA and its objectives.
	GA Exec meeting	Board agrees to fund XPRL imitative. Toni Muzi Falconi to lead with Mike Granatt (UK). Links with EUPRERA and research community discussed. CSR work group established. J. Paluszek to lead.
	San Juan	Colin Farrington speaks at CONFIARP event. Juan Carlos Molleda assists.
	New Orleans	Jean Valin and Toni Muzi Falconi speak at PRSA International conference on GA objectives and vision as well as new code of ethics.
Dec exec board	Agreement to propose three additions to the Board: Toni Muzi Falconi as past chair (by-laws did not anticipate this), Ajit Pathak (India) and Francisco Biondo (Brazil) to fill regional seats. AGM to confirm.	

2004	Ottawa	GA chair launches Tsunami initiative to determine appropriate role of communication in natural disasters. Michael Morley (Edelman and K Sriramesh lead).
	Miami January	GA exec board meets in Miami to review first strategic plan.
	New York Jan- May	PRSA invites GA chair J Valin to join PRSA strategic planning session indicating close collaboration and synergy of objectives.
	London- April	TM Falconi speaks at IPR annual conference.
	Quebec June	CPRS Hosts GA AGM at National conference. GA members adopt 'at members rate' policy for members. Sej Motau elected chair-elect to begin in 2006. New expanded board approved with regional representation. XPRL and Digital Management (G. Butschi) projects discussed. Strategic plan is unveiled to CPRS assembly.
	Havana September	GA chair Jean Valin visits Havana and signs letter of intent to collaborate with ACCS. No membership offered due to code of ethics issue.
	Brasilia October	GA Chair Valin speaks at Ibero Americano Congress- Brasilia CONFERP joins GA and board seat is offered to Francisco.
	New York October	PRSA Intl. Conference. GA chair speaks on regulating the profession.
	London November	GA Chair Jean Valin presents GA objectives and goals at IPR event. GA Board approves sponsorship proposal from Swiss based Digital Management to disseminate a digital platform that shares latest knowledge about PR.
2005	China	GA chair Jean Valin joins PRSA delegation to Beijing, Shanghai, and Hong Kong. Meetings organised by CIPRA with PR leaders and Shanghai PR Assoc and Hong Kong PR Assoc.
	Trieste June 28	WPRF held- theme is diversity. GA AGM takes place. PRSA President Judy Phair speaks.
	Ottawa/NYC	With help from John Paluszek, GA Chair receives membership approval for GA to join the United National NGO sector. Work begins with World Bank for joint programming initiatives

	New Delhi Dec 1-4	All India conference and GA regional meeting in New Delhi-Bangladesh and Singapore attend conference organised by GA board member Ajit Pahtak. New UN status and World Bank collaboration are featured. First GA color promotional pamphlet is produced by Indian Association.
	GA Exec Board December	Collaboration with World Bank is discussed. Working towards an event in Rome and Brasilia in 2006 and Cape Town in 2007. -Global curriculum research underway but draft needs adjustments. Further work needed. Anne Gregory and Ralph Tench (Leeds) will help.
2006	Exec board April	GA launches survey on scope and size of profession based on survey produced by CIPR. Eventually 800 responses received. GA and PRSA work on offering series of global webinars.
	Brasilia June 26-28	Sej Motau begins term as GA chair, Colin Farrington chair elect. 3 rd WPRF is held in Brasilia. `Letter from Brazil's the legacy of the WPRF. Several GA members circulate it as an advocacy platform for PR. IABC again demands voting status.
	San Juan PR October	PR Association of Puerto Rico hosts GA board for meeting and one day conference. Jean Valin speaks on accreditation and ethics. Puerto Rico association seeks our endorsement of their proposal to have the profession regulated by the state. Board agrees and meets with senior government officials. GA board proposes to extend special seats for PRSA and CIPR by three years with a third TBD as per original by-laws to ensure more continuity. Discussion on forming an advisory council of senior practitioners to the GA.
	Salt Lake City	PRSA Intl conference. Past Chair Valin and CIPR chair Tony Bradley speaks at workshop.
	GA Exec board- November	Agreement to start search for a first part time paid staff. GA advertises for part-time officer.
2007	London March	GA hires Joao Duarte as first part-time paid staff and embeds him in CIPR offices.
	Cape town May 12-13	WPRF held. GA AGM and board meeting. Motau steps down at AGM. Colin Farrington takes over earlier as Chair
2008	London June 5	WPRF and GA AGM. CIPR awards prestigious President's medal to Jean Valin.
	London March	GA executive director leaves position. CIPR staff assumes

	Lugano November	temporary support while other avenues are explored. GA moves officially moves headquarters to Switzerland USI team takes over Secretariat function. GA board meets in Lugano for the first time. 2010 WPRF awarded to Stockholm, Sweden.
2009	London May	GA conducts member survey, which informs development of 2009-2014 strategic plan. J. Paluszek, D. Tisch, J. Valin, N. Volles & C. Farrington develop plan at CIPR offices in London.
	Vancouver June 7-9	GA AGM held during CPRS National Conference. Colin Farrington steps down effective June 30 th . John Paluszek elected Chair of GA. J. Paluszek and other GA board members present at international panel at CPRS National Conference.
	June to December	Chair J. Paluszek makes first GA official visits, presentations, to members in Croatia, Sicily, Dubai, Malaysia and Indonesia.
	Lugano November	GA Board meeting and Special General Meeting. CERP merges with GA. GA restructures board, creating regional representative positions and international/specialty associations representative.
2010	January	GA launches six working groups to define the role and value of public relations in the networked society. Working group reports form foundation of Stockholm Accords.
	Stockholm June 6-7	WPRF (now called World Public Relations Forum) and AGM held. More than 400 delegates participate. GA holds Sponsorship Seminar for association leaders. CEO of World Economic Forum gives keynote. Stockholm Accords approved.
	Shanghai	J. Paluszek visits and concludes GA membership agreement with Shanghai PR Association.
	Darwin, Australia October	Following development of formal criteria for World Public Relations Forum, including a revenue-sharing model, 2012 WPRF is awarded to PRIA for Melbourne, Australia. Chair-Elect Daniel Tisch gives keynote address at conference.
	Lugano November	GA Board meetings. GA leaders are interviewed as teaching aid to 'This is PR' handbook.

2011	Lisbon April	Portuguese PR Association (APCE) hosts GA Board and AGM. GA and APCE co-host one-day international conference. Daniel Tisch elected Chair. New board established.
	London	GA joins communications committee of International Integrated Reporting Council (later invited to join Working Group developing new framework).
	Beijing	John Paluszek delivers keynote address at China International Public Relations Association.
	Helsinki June	John Paluszek delivers keynote address at Finnish ProCom association.
	San Diego June	Daniel Tisch presents GA strategic plan to IABC Executive Board, begins negotiation for IABC sponsorship of 2012 World Public Relations Forum in Australia.
	Saint John NB	Tisch presents GA progress report at CPRS conference in Saint John.
	July executive board	GA board creates three standing committees: Research & Education, Fundraising & Finance, and Communications & Member Services, each chaired by a GA officer.
	Lugano November	GA Board meetings. GA approves official collaborative research policy. Board launches consultative process for new advocacy platform, building on the Stockholm Accords. D. Tisch signs agreement with president of USI to renew relationship between USI and GA.
	Lugano December	GA launches partnership with <i>PR Week</i> to produce <i>PR Week Global Think Tank</i> , a new online publication and blog covering the global PR industry. As part of the agreement, GA newsletter becomes a monthly publication including both GA and <i>PR Week</i> content.
	Kuala Lumpur December	GA Chair Daniel Tisch, past chairs Valin and Muzi Falconi speak at First World Congress of Muslim PR Professionals.
2012	January	GA conducts global member survey to inform proposed new advocacy platform, the 'Melbourne Mandate.'
	February	GA becomes founding partner of Coalition for PR Measurement, contributes to development of interim standards published later in the year.

	<p>Dubai March</p> <p>Sao Paulo / Rio de Janeiro</p> <p>Helsinki / June Victoria / Chicago</p> <p>Johannesburg July</p> <p>Acapulco September</p> <p>Amsterdam September</p> <p>San Francisco / October</p> <p>Miami/October</p> <p>Melbourne November</p>	<p>Daniel Tisch speaks at IPRA World Congress in Dubai. GA announces results of global survey, releases abstract and working groups for Melbourne Mandate process.</p> <p>April/May: GA Board meeting and AGM hosted by ABERJE in Sao Paulo. GA creates category to admit academic institutions, grants voting status to all members. GA and ABERJE co-host one-day international conference. D. Tisch delivers addresses to ABERJE members in Sao Paulo and Rio de Janeiro.</p> <p>Dan Tisch delivers keynote address at Finnish ProCom Day conference in Helsinki. He also presents at CPRS and IABC conferences in Victoria and Chicago, respectively.</p> <p>Dan Tisch speaks at IPRA/APRA joint congress in Johannesburg, South Africa.</p> <p>Dan Tisch delivers keynote address at CONFIARP Inter-American Congress.</p> <p>International Integrated Reporting Council releases prototype framework for corporate reporting, with GA input from D. Tisch and J. Paluszek. D. Tisch participates in Amsterdam Working Group meeting.</p> <p>D. Tisch and J. Paluszek co-present international PR sessions at PRSA Educators' Academy and PRSA International Conference.</p> <p>GA becomes a partner in <i>Holmes Report</i> Global PR Summit. D. Tisch delivers address at Summit.</p> <p>7th WPRF features Association Leaders' Forum, one-day Academic Colloquium and two-day WPRF, featuring record attendance (800+) and becoming #1 trending topic on Twitter in Australia. Melbourne Mandate presented and approved unanimously. GA releases results of study on corporate PR excellence, '<i>Who has seen the future?</i>'. GA establishes new micro site to serve the corporate communication community.</p> <p>Following a competitive bidding process, GA board awards 2014 WPRF to Spain and authorizes MOU with Kenya for WPRF 2015. D. Tisch signs agreements with Dircom (Spain) for 2014 and PRSK (Kenya) for 2015, subject to licensing fees and other criteria.</p>
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2013	June 3 Helsinki	AGM and Board meetings take place in Helsinki followed by ProCom day conference. New board is elected. Anne Gregory becomes Chair of GA as of July 1 2013.
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