

PRORP

ASOCIACION MEXICANA DE PROFESIONALES
DE RELACIONES PUBLICAS

“The communication association’s mission is to form professional community or engage alliances?”

Lorena Carreño

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"The communication association's mission is to form professional community or engage alliances?"

Public Relation's (RRPP) guild, a socially responsible group



Agenda

- ❖ The Associations' Origin and Mission
- ❖ Cycles and Challenges
- ❖ New Vision of Public Relations
- ❖ The Commitment of Discipline



Origin of Associations

- A group with the same practice and profession
- Teamwork to solve common problems
- Representative entity to authorities
- Greater lobbying capacity



Mission

- To effectively face the industry's issues for greater common good, and defend common interests
- Professional development & knowledge creation
- Better practices and greater respect for consumers
- Self-regulation, ethical and behavior codes
- Drive education development at RRPP

PRORP Mission

- Stand for the general interests of the Public Relations professionals in Mexico. Its purpose is to meet diverse common needs like representation, information, studies and research, international interaction and maintenance of services that are important for the group.



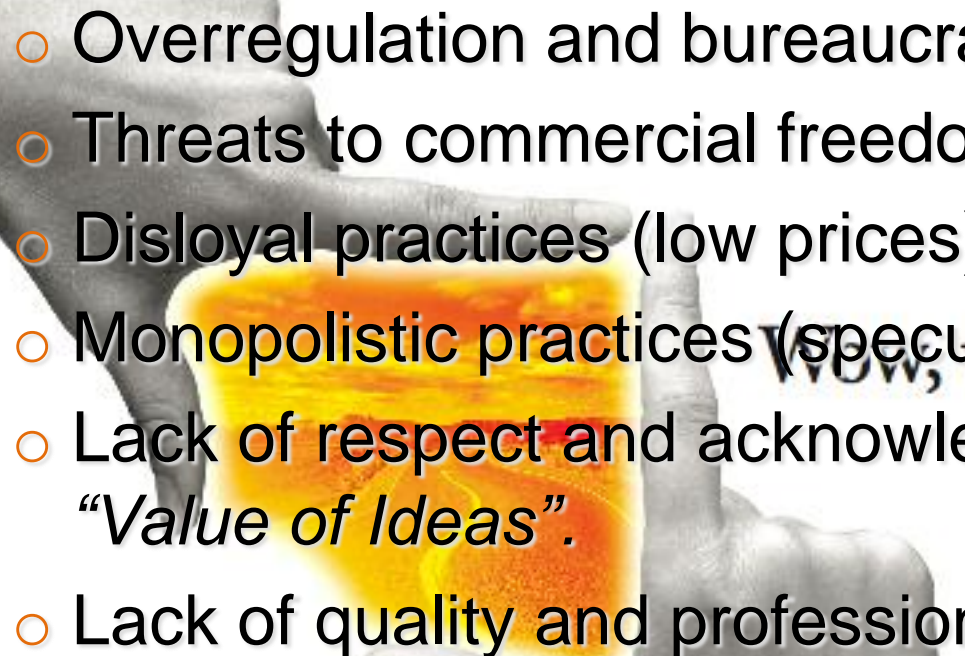
Associations' cycles

- Organisms appear, consolidate, grow, meet their objectives, evolve... or dissappear.

Clutch performance...
every time.



Latin America's Challenges

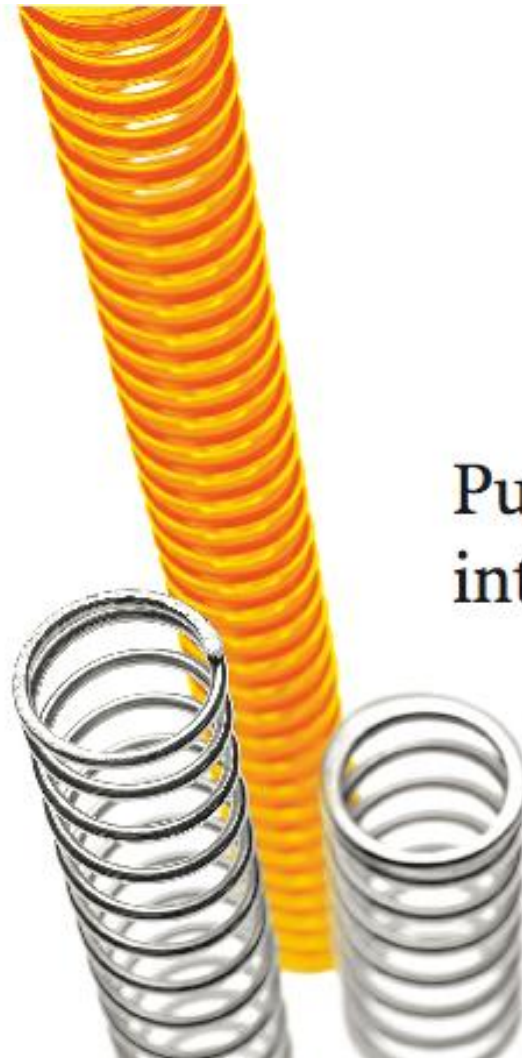
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- Overregulation and bureaucracy.
 - Threats to commercial freedom of speech.
 - Disloyal practices (low prices).
 - Monopolistic practices (speculation).
 - Lack of respect and acknowledgment for the *“Value of Ideas”*.
 - Lack of quality and professional skills.

Other factors

- Economical environment not conducive for development
- Legal and financial insecurity
- Lack of credibility



The New Vision of Public Relations



Put some spring
into your bottom line.

Yesterday

- Building a new image was attempted, using some “make up” at times, from control and information management based on good relations with media and journalists.
- Our action was reactive, proactive only at times.



Today

- The new empowerment of audiences, particularly after the Internet, forces us to new management:

Inform audiences in a timely, truthful and reliable manner, and develop for our customers a true policy of transparent communications always searching for positive positioning starting from honesty.



Understanding the change

- Traditional RRPP do not work any more: the new context forces us to new thought:

Migrate from WHAT do I want to communicate to WHAT FOR do I want to communicate:

- That is: Communication with a strategic focus
- RRPP with a political, social, economical or cultural end and seriously
- Move from monologue to dialogue.

The Commitment of Discipline

- The new informed, demanding, participating audiences, conscious of their new power force to drive new RRPP:



Promises based on...

- Knowledge and professional education
- New ethical principles and of respect to the audiences
- Full use of all the new technologies' power
- Integrated use of the media as an ecosystem
- Promotion of causes that truly benefit society



How to achieve engagement?

- Speak with the truth to our partners
- Engaged – Culture – Associations
- Positive Psychology
 - Emotional link
 - Continuity commitment
 - Behavior beyond the role



Impact every member interaction.

- A step back in time or a bold step forward?

- CONTEXTUAL

“evolving within the conditions and circumstance of the event”

- TIMELY

“occurring at a suitable or opportune time”

- HOLISTIC

“attempting to incorporate all aspects into an interpretation”

Thank you

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Lorena Carreño

President, Mexican Public Relations Society

@LoreCarreno & lcarreno@marketingq.com.mx

Phone: + 52 (55) 56152196

<http://about.me/LoreCarreno>