



PRINZ Accreditation in Public Relations

The PRINZ Accreditation in Public Relations (APR) programme is based around the 'Body of Knowledge' (Marketing Communications, Internal Communications, Community Relations, Investor Relations, Government Relations and Ethics).

APR advances the professional practice of public relations and communication management by recognising those who have demonstrated broad knowledge, experience and professional, ethical judgement. As a PRINZ member you are an Associate and on completion of APR you become a Member, permitted to use MPRINZ or the letters APR.

Eligibility

APR in New Zealand is open to PRINZ members with **at least five years' experience** in public relations. To meet Accreditation entry requirements, **candidates must be working at a level where they are managing projects and/or people**. As a guide candidates should be working at or above a communication adviser (in-house) or account manager (consultancy) position.

Apply to achieve APR in 2019

Applications close Monday 11 March 2019.

On application you are asked to include two referees, one being a PRINZ member. The PRINZ office then speaks to at least one of the referee to ascertain you are at a level able to undertake APR and ready to complete the programme. If it is decided you aren't, you'll be asked to reapply the following year.

The application form asks you to briefly outline three projects you have worked on. These are not judged in any way, they simply demonstrate your level of practice, allowing the office to ensure your readiness for APR.

The aim of the assignments and coursework is to spread your effort over a five-month preparatory period before the exam. Each assignment also provides practice at presenting answers for the written exam and Viva Voce and provides feedback on how those answers are likely to be assessed. This will be of particular value to people who have not undertaken formal education for some time.

Cost

The fee for APR in 2019 is \$1495 plus GST. This is due by the commencement of the programme (early June 2019) and the candidates' membership must be up-to-date and valid for the application to be considered and for APR to be completed.

Mentoring support

A mentor, who is a senior PRINZ member, can be made available to assist you through the APR process but it should be noted that each APR candidate is responsible for building and maintaining that relationship.

As a starting point you need to determine what assistance (if any) you may need. Once this is done, arrange to meet with your mentor and talk through the APR process. Mentors can be particularly helpful in assisting you with ideas and content for your assignments.

Body of Knowledge

The APR programme is designed to refresh and 'test' candidates' understanding across the entire body of knowledge of PR/Communications. It is understood that some practitioners work exclusively in a specific area; however, the APR coursework and seminars are designed to encourage people to develop an understanding of the other parts of PR and Communication Management.

A seminar around the Body of Knowledge is organised in Auckland at the beginning of June where all candidates can meet and build a support network. You will need to travel to this workshop at your own cost.

Additional Courses

All APR Candidates receive 50% off all PRINZ CPD courses in the year they are completing APR. It is highly recommended that all APR candidates complete the two day 'PR Strategy and Evaluation Course' which covers the fundamentals of PR strategy, planning, research, measurement and evaluation. This course isn't compulsory but we highly recommend it as it will be invaluable to your APR assignments.

Graduation

This takes place at the PRINZ Annual Awards Gala Dinner of the following year.

Other support

- At the start of the programme candidates take part in a teleconference call to meet the chief examiner, PRINZ and the national coordinator for APR. Mentors are also invited to this call.
- A half day exam workshop will be held in areas with three or more candidates, where the chief examiner will talk about the exam, assignments, viva voce and answer any other questions you have.
- Prior to the exam a teleconference call is held to discuss any final questions. Mentors are invited to attend this.
- The exam and Viva Voce will be held in centres where at least three candidates can get together. If there are not three candidates in one location, you will need to travel to the nearest host centre at your own cost.

Next steps

- Join the 2019 APR mailing list by emailing Rheanna at rheanna@prinz.org.nz
- The PRINZ office will make contact in late 2018 with application details.
- An online application form will be available from early December. Submit your application (with your CV attached) no later than Monday 11 March.
- On approval and invoice please ensure payment before June 2019.

If you have any questions about the APR Programme please contact Rheanna at Rheanna@prinz.org.nz

www.prinz.org.nz