

Goal 1

Leading the public relations and communication management profession and demonstrating its significance as a leadership function

Objective 1: To reinforce the recognition of public relations and communication management as a profession
PRINZ delivers a wide range of opportunities to a diverse membership to learn, share and network to improve their performance as practitioners and professionals. In short, PRINZ membership enables you to become the best professional you can be.



Objective 2: To engage in planned, sustainable and mutually beneficial relationship building
PRINZ advocates for members and represents the industry as professional, strategic and ethical.



Objective 3: To operate effectively within a robust governance structure
With a sound governance and financial foundation, members are assured PRINZ operates in a transparent, business-like manner.



*The full 2014-2017 Strategic Plan, including measurable KPIs is online in the 'Governance' section at www.prinz.org.nz

2014-2017



Goal 2

Ensuring membership engagement

Objective 1: Members value PRINZ membership

PRINZ understands there is a membership lifecycle and offers opportunities to members at all stages.

OUTCOMES

Level of CPD engagement is growing

Promotion of best practice and excellence is widespread

Members are actively involved

PRINZ understands its members better

Objective 2: Members receive appropriate membership support

A strong customer service ethos underpins the PRINZ office function.

OUTCOMES

Membership age, stage and objectives are understood

Member requests are responded to promptly

Objective 3: Members are able to engage in relevant member-only opportunities

Membership of PRINZ is tangibly, and regularly, recognised and rewarded.

OUTCOMES

PRINZ provides a range of member-only opportunities

PRINZ formalises existing member-only opportunities

Members outside main centres are catered for along with those in main centres

