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In her stirring address to our annual conference in September, Mary Robinson spoke passionately on the imperative for optimism that we as communicators must maintain as we face down challenges such as climate change, inequality and misinformation.

As an optimist by nature, I am seeking your support for election as President of the PRII at the upcoming 2024 AGM. I do so on foot of significant record of achievement and contribution to National Council. I thank PRII outgoing President David Geary for nominating me.

My almost 20-year communications career spans key media relations roles in ESB other high profile public institutions in Ireland and abroad, including the Houses of the Oireachtas and the Department of the Taoiseach. As Senior Press Officer, I have helped ESB through literal and metaphorical storms and helped communicate its overarching mission of a future powered by clean electricity for the communities we serve.

I was elected to the National Council in December 2022 and as Hon Treasurer I have overseen a solid financial performance for the Institute with a return to surplus this year, as well as record membership numbers, delivery of a new digital project, enhanced governance and the establishment of an AI in PR working group.

I've been particularly proud to work with Council Members and input into the PRII's new five-year strategy, a new VISTA that reflects five key goals: Voice, Insights, Support, Togetherness, and Accreditation. In these tumultuous times, the strategy helps anchor and support our growing membership as they engage with the defining challenges facing our nation and the wider world.

With the Institute's strategy now in place and the finances in good stead, I will build on the exceptional work of outgoing president David and his predecessors. Implementation can be the most challenging part of any strategy, and I pledge to work with National Council, the Executive and broad membership to progress each of the five pillars – even if national and global challenges in the coming years require us to adapt and adjust.

There's perhaps one of the key goals in particular I'd like in particular to nurture – Togetherness. I know I owe my career in communications to empathy and kindness of practitioners who went before me, so I've in turn have tried to be generous as a mentor and hosted events at ESB when I can. Despite a sometimes cut-throat perception, our industry is full of decent, caring professionals and I pledge to develop settings where practitioners can come together to share learnings and best practice, celebrate achievements, make connections, and form professional relationships.

Reflecting on Mary Robinson's keynote address, I am passionately optimistic for our profession and the PRII: In its 70-year plus history, the Institute has never been stronger in terms of strategic direction, membership, and financial resources. Should I be elected President, I will work hard to build on the Institute's strength to deliver on its mission to support our vibrant membership and further advance our proud profession.

I can be contacted on [LinkedIn](#) and [email](#).