



Celebrating  
**70**  
1953  
2023  
years

# PRII 5-year Strategic Plan 2024+



# V I S I T A

# WELCOME

I have the pleasure of introducing the Public Relations Institute of Ireland's strategic plan 2024+.

We've called it VISTA - a mnemonic to summarise its five goals **Voice, Insights, Support, Together** and **Accreditation**.

Each complementary goal is designed to support and enable members' professional development and advocate for the public relations and communications profession.

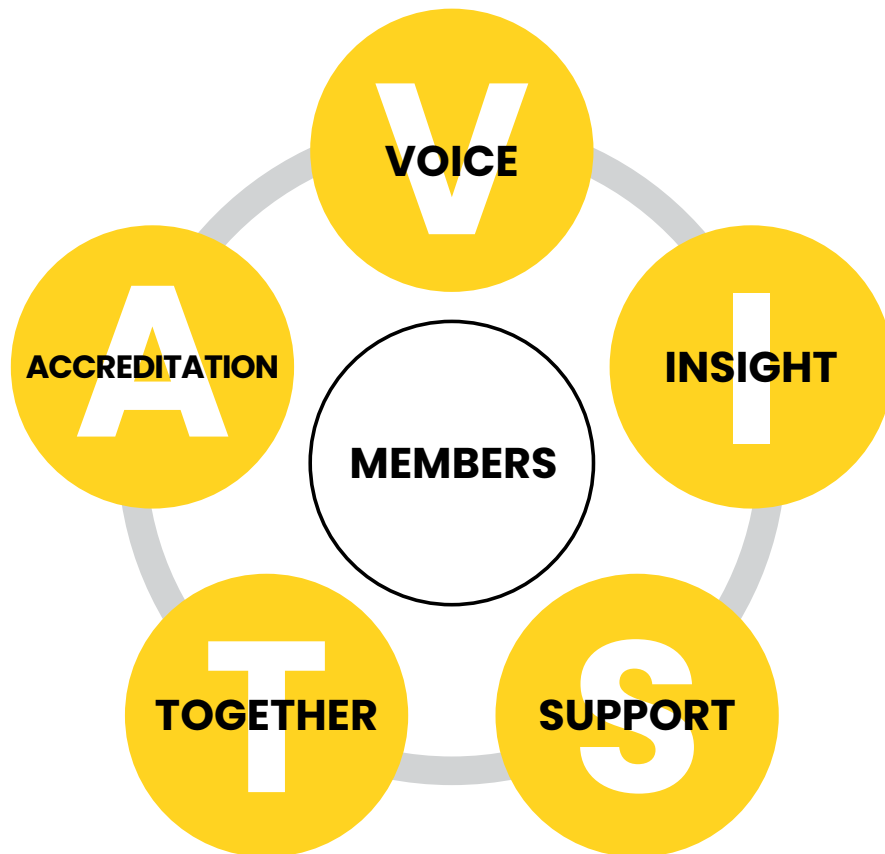
Developed following extensive engagement, the plan serves as a roadmap to guide the Institute's operational work plans over the next five years and adapt to new opportunities as they arise.

Successful implementation will foster a vibrant, diverse and inclusive community. It will promote professional public relations and communications as a critical management function to enable all voices in our communities to be heard and understood.

The plan recognises that the Institute exists solely to serve the current and future needs of members and must continuously listen and respond to their needs as best it can with the resources we have available.



# The Public Relations Institute's 5 Strategic Goals 2024+



**Voice:** We will proactively advocate for the public relations and communications profession, amplifying our role as champions of truth, diversity, and inclusion.

**Insights:** We will become a hub for cutting-edge research and insights, providing our members with the knowledge they need to navigate our ever-evolving professional landscape.

**Support:** We will identify and address the skills and educational needs of our members, offering access to relevant and timely professional development opportunities.

**Together:** We will foster a collaborative environment where members can connect, share expertise and celebrate the collective achievements of our profession.

**Accreditation:** We will uphold the highest standards of professional practice, ensuring that the Institute remains the gold standard for accreditation.



▲ David with Andrew Bruce Smith, PRII AI in PR Working Group

**The importance of effective public relations and communication is now more widely recognised than ever. Genuine two-way relationships and communication built on transparency, trust, and the willingness to listen and respond accordingly is now at the heart of our profession. This creates increasing opportunities for members to apply their unique skills and expertise in advising on key organisational issues and stakeholders and managing the point of intersection between the two.**

As this Strategy is implemented members will benefit from a fresh, simplified, and digitally enhanced user experience that improves their interaction with the Institute.

We will continue to deliver high quality and relevant training in ways that take account of the time pressures members face, the most pressing skills needed, and their location.

We will facilitate the forging of valuable professional connections, tap into cutting-edge thought leadership, and stay abreast of industry trends through our curated networking opportunities and informative resources.

As we embrace the challenges and opportunities that lie ahead, it is our members that remain at the heart of everything we do. I encourage every member to play an active role in shaping our future, participate in our events, avail of our training programmes and raise our voices to enrich our community.

Together, we will continue to enhance the standing of the public relations and communications profession and enable all who work in this profession to contribute positively to the development of our community.

**David Geary MPRII**  
President PRII



## VISION

All members will have the competencies and capabilities to practice the profession of public relations and communications effectively and to the highest standard. This practice will be underpinned by professional education and training, codes of practice, experience, and expertise.

The profession will be widely recognised as critical to the effective functioning of society.

### The PRII will be:

- **Relevant** to the needs of members in all disciplines.
- An **effective voice** for the profession.
- An **authoritative resource** for insights and learning.
- An **effective enabler** for networking and collaboration.
- A **champion of gold standards** for best practice in the profession.

## MISSION

The Institute's mission is to support and enable the professional and career development of members and advocate for the profession of public relations and communications.

## VALUES

All of the Institute's activities are underpinned by **transparency, honesty, integrity, and respect** for every person.

It champions **equality, diversity and inclusion** within its operations and the profession.

It continuously seeks ways to **enhance its operations and member experiences** as effectively and conveniently as possible using all available resources.

It values the **voice** of all who are committed to advancing the profession.

## CONTEXT

In developing this strategic plan the National Council collected extensive feedback and inputs from members through surveys, individual engagements, focus groups and a detailed SWOT analysis of the Institute and the environment in which it operates.





## **SUSTAINABILITY**

Integral to the delivery of this strategic plan is our commitment to sustainability in everything we do, and this commitment is a core that runs through the operational plans that support this strategic plan.

## **STRATEGIC DRIVERS**

The PRII National Council has identified three strategic drivers that, when deployed, will give us a competitive edge, and boost our ability to achieve our five critical strategic goals. These drivers will be embedded in the Institute's activities where possible and practical.

- **Partnership:** The power and potential of partnerships underpins our approach. This could involve partnerships with business bodies and adjacent membership bodies working in areas of strategic importance to the Institute. It could also involve partnering with other bodies such as Government Departments/Agencies, Universities, and other public relations bodies similar to the Institute, to share and build on their knowledge base and education programmes.
- **Knowledge sharing:** Members and subject matter experts are central to the implementation of this plan. Importantly, they are a valuable source of practical knowledge and will be encouraged to share their insights. We will actively encourage senior leaders and recently retired practitioners to share their expertise and know-how with our members, alongside award winners and those recognised for excellence within the profession.
- **Technology:** All possible platforms, channels and technology will be used to implement this plan and to reach, engage with, and receive feedback from members, and make it easy for members, regardless of location, to engage with the Institute. It will also be used to enable partnership and knowledge sharing.





▶ Beth Knight, Sustainability Advisor  
at PRIConf23



## **GOALS**

Set out below are the Institute's five goals over the next five years. The National Council will work collaboratively with the PRII executive team to roll out the specific objectives that will deliver these goals, ensuring the needs of our members continue to be met.

### **VOICE - GOAL 1**

The Institute will work towards ensuring that the profession is widely recognised as critical to the effective functioning of organisations and society in general.

This will require that the value and importance of professional public relations and communications is demonstrated to other professions and where practicable to the wider public. It will continually highlight its tangible benefits and address misinformation when it arises.

The Institute will also stress that having qualified and experienced public relations and communications professionals at the top table can enable organisations to achieve their strategic priorities more effectively. We will ensure members know that to contribute at the highest levels they must continually develop their knowledge, skills and experiences.

### **INSIGHTS - GOAL 2**

Members will have access to the most up to date information on current and emerging issues, practices and behaviours in public relations and communications through engaging data, insights, and case studies. The Institute will be valued for its thought leadership and forward looking perspectives.

### **SUPPORT - GOAL 3**

The Institute will implement a 5-year education and skills training programme that supports the competence development and career progression of members. The Institute will produce a career progression competency framework to support members, employers, and the wider stakeholders we work with. This framework will tangibly set out the level of professional training undertaken and needed by our members to progress through different stages of their career.

### **TOGETHER - GOAL 4**

The Institute will develop settings where practitioners can come together to share learnings and best practice, celebrate achievements, make connections, and form professional relationships.

### **ACCREDITATION - GOAL 5**

The Institute will continually promote and encourage the highest ethical and professional practice standards and behaviours in public relations and communications.

## **NEXT STEPS**

This strategic plan sets out the Institute's five goals for the coming five-year period. They are not intended to be discrete but complementary and interconnected, as will be the operational plans that support them.

These practical and focused annual operational plans will be developed by the Institute's Executive Team and implemented with support and oversight from the Institute's National Council.



▲  
Joan Mulvihill, Siemens, and PRII  
National Council, and Robert Hanly,  
MD Campaigning, Drury

**GET IN TOUCH:**

Public Relations Institute of Ireland  
84 Merrion Square, Dublin 2, D02 T882

**Tel: 01 661 8004**

**Email: [info@prij.ie](mailto:info@prij.ie)**

**[www.prij.ie](http://www.prij.ie)**



Celebrating  
**70**  
1953  
2023  
years

