

**INTERNATIONAL PUBLIC RELATIONS NETWORK**

**Annual General Meeting held at 9.10am Sunday 15th May 2016**

**Hotel Mercure Bordeaux Cité Mondiale  
Salle Tour Jeferson  
Bordeaux, France**

**MEMBERS ATTENDING**

The Chairman: Chantal Carrère-Cuny, Passerelles, Bordeaux, France

General Secretary: Luis González Canomanuel, LUCA Comunicación Corp, Madrid, Spain.

Members attending;

Carrie Jones	JPA Heath Communications, Washington, USA
Fabio Raineri	Twister Communications Group, Milano, Italy
Marta Sternai	Twister Communications Group, Milano, Italy
Chantal Carrère-Cuny	Passerelles, Bordeaux, France
Isabelle Latour-Gervais	Passerelles, Bordeaux, France
Annekathrin Koch	Pentacom, Krefeld, Germany
Jan Gusich	Akhia, Hudson, USA
Jeff Weiss	Harbinger, Canada
Jonathan Choat	Nexus Communications, London, UK
Luis G. Canomanuel	LUCA Comunicación Corporativa, Madrid, Spain
Poul Kragelund	Kragelund Kommunikation, Aarhus, Denmark
Gitte Hoyer	Kragelund Kommunikation, Aarhus, Denmark
Sarah McOnie	The McOnie Agency, Godalming, UK
Pauline Gillan	The McOnie Agency, Godalming, UK
Athena Wang	Blue Focus, Beijing, China
Jenny Cheng	Blue Focus, Beijing, China
Nuray Gueler	Primo PR, Frankfurt, Germany
Isabell Reinecke	Presigno, Dortmund, Germany
Priyanka Uppal	Purple Media Works, Delhi, India
Anuj Anaud	Purple Media Works, Delhi, India
Mihoko Ohtaka	Ohtaka Jimusho, Miura, Japan
Phillipe Beck	Binsfeld Corporate, Luxembourg
Pawel Bylicki	Public Dialogue, Warszawa, Poland
Rodrigo Viana de Freitas	Central de Informação, Porto, Portugal
Rui Cupido	Central de Informação, Porto, Portugal
Daria Odintsova	PR Partner Russia
Alberte Santos	Evercom, Madrid, Spain
Asli Akin	Team PR, Istanbul, Turkey
Anishkaa Gehani	Yardstick Marketing, Dubai, UAE
Peter Haddock	Edson Evers PR, Stafford, UK

1. AGM 2016 Opening Ceremony, Chairman Chantal Carrere-Cuny
2. Welcome to participants and introduction of new members by the Chairman
3. Apologies for absence, General Secretary, *all absent members*.
4. Votes registered by proxy recorded (General Secretary), *Gert Traeger*.
5. Approval of minutes of AGM 2015, held in Washington, USA. *Proposed by Carrie Jones (JPA Health), seconded by Gitte Hoyer (Kragelund). Approved and signed.*
6. Financial Matters
  - Approval of audited accounts, year ending December 31st 2015. *Proposed by Peter Haddock (Edson Evers), seconded by Fabio Raineri (Twister). Approved and signed.*
  - Approval of budget 2016. *Proposed by Jan Gusich (Akhia) seconded by Alberte Santos (Evercom). Approved*
  - Approval of membership fees and categories for the year 2017. *Approved and signed.*
  - Discussion of items to be considered in the budget for year 2016 / 2017. *Approved as in the report of the General Secretary in the next point with all suggestions included.*
7. Report by the General Secretary

*Dear Members and friends,*

*What is required to guarantee IPRN' future?*

*What is required to help you improve your agencies and business?*

*I hope that after this Conference you will have got some answers.*

*The group of IPRN members is driven by some common professional interest but also for a passion of meeting other colleagues, learn about their cultures, way of working, ideas, creativity, clients and this is the reason behind this meeting every year. We do it in a very nice city of the world, hosted by our chairman, responsible for organizing this great event and for making sure we don't lose our core competence; "building relations" the absolute differentiation factor of our profession and business.*

*Internationalization, globalization, digitalization, changing environment, we are hearing this every day and I am sure this are considered as threats by some but I want to look at them as opportunities. And together we could be better prepared to face them.*

*IPRN has to catch up and move to the forefront of all PR Networks. We have very strong core values, but the most important element that we have is the people, you and your teams and is here where I see the power of our organization to shape our future. This requires two things we will talk more about during the conference: build up a more intense debate to find*

*the best solutions for our business, projects and clients and involve our talent associates in IPRN. Our diversity will spring knowledge transfer, innovation and business.*

*During this last year 2015/6, we have accomplished several important changes in IPRN following decisions taken in the last AGM in Washington and during the previous years. You may have noticed a few but much more unnoticed has been done. I will try to briefly explain some, but as I am focused on results you will have to discover by your own, during the conference, in the next months and years.*

*We did the change of General Secretary, after 15 years of Jonathan Choat at the wheel with a perfect understanding. I have been working closely with Jonathan during all the year to take control of IPRN: administration, follow up of members, contact of new ones and prospects, budget, accounts, banks and finance, website, suppliers, new projects, etc. Quite a few things! On top I have added my own projects and ideas, some presented in Washington.*

*Jonathan has been very helpful and gave me control of the network the 1<sup>st</sup> of July last year as agreed, so what I am reporting here corresponds from the work I have been doing from July to now, which in financial terms means the second part of the year, and is in the first part when we spend 65% of our budget.*

*Jonathan sent me all archives, accounts and the money left after 15 years of a good management. I have now the facts of the great and silent work Jonathan did, acting to some extent as an IPRN mentor and sponsor, with his time and dedication. Thank you Jonathan!*

*To take control of everything has required an intense work and has been a major step for our organization to become sustainable, without relying in one concrete person and his agency and to facilitate the next transfer, whenever it happens. I am sure now that with all the problems I have solved or are in the way to be solved, IPRN is better prepared for future changes and growth.*

*I have worked closely also with the Chairman, Chantal Carrere-Cuny and the other members of the administration committee, Carrie Jones, Inna Alexeeva and Jonathan, as well as with some committee leaders and regional chairs to progress with decisions taken at Washington.*

*In relation to members we have gained in the period 6 new members: EDC and Central de Informaçao, from Portugal, Primo PR and Schwan Communications from Germany, Axess PR from Italy and Purple Media Works from India. I am dealing with several more, around 10, who are interested, but progress takes its time. I have to thank several members, Jan Gusich, Inna Alexeeva, Anishkaa Gehani and Gitte Hoyer who have been active helping me.*

*Unfortunately we have lost 2 members, Mark Knight, who sold his company Broadgate & Mainland in the UK, to Four Communications and Adrian Gog, from PR & More in Romania, suffering from a business crisis. I have to tell you that both were happy with IPRN but had other priorities to handle.*

*Other members have been dealing with business or health problems, like our dear Karri Vesa, an old standing IPRN member, who suffer a difficult time struggling with both and is now on the road to recovery. I had deal also with other senior members that demanded support in difficult moments and for different reasons and we gave them after considering it was important for IPRN to keep them on board.*

*I have dealt with 71 enquiries about membership, 36 coming from the website, so more than last year as Jonathan reported, and 35 as a result of my own contacts, investigations and the help of the members I mention. This has more than duplicated the work in this area, but it follows the strategy and action demanded in Washington, fundamental for IPRN' future, and is how we have gained this 6 new members, are in open contacts and discussions with 10 and have more in the pipeline. A few enquiries duplicated current member location in their countries, expertise or didn't comply with our requirements and were refused, some declined and others are still thinking about joining.*

*We need to continue pushing strongly the incorporation of new members if we want to progress and become sustainable and I must ask all members that this is not only my work. We know that the best way to incorporate a new member is by the contact of an existing one, so your help is crucial for this and I need a higher commitment to pass me contacts that you have approach, have worked with and are interested in IPRN after your first contacts, and then I can pursue. We will come back to this during the conference. This is also one of the reasons for nominating Regional Chairs, as Jan Gusich in the USA, who has been doing a great work that I want to thank in the name of all members. I am sure it will produce results.*

*Moving to financial matters as both General Secretary and a member of IPRN, I have been careful with the budget to keep expenditure within our income and as you will have seen from the annual accounts we stayed liquid last year with a surplus of 3.815€ and an accumulated of 12.146€, and the 2016 budget I presented for approval follows very much the line of former years. This will allow us to use part of this money for the projects approved.*

*I am not going to provide a detailed report of the time I have spent managing IPRN and doing the work that you have or will see, but just as a matter of information in relation to our sustainability it has exceeded well my forecast, of a third of my available time, with well more than 600 hours, thus 3 times more that what Jonathan was telling us or more than 60 days, against 20 budgeted. Knowing well IPRN I knew this before accepting the challenge, also that Jonathan figures were Jonathan's; he didn't want to bother us about this.*

*I think different and want to make IPRN not only transparent but sustainable and efficient and consequently I want you to know perfectly the work it requires to manage, reach the objectives we set and learn about the progress we do. This does not mean that I want to be paid accordingly, only that we need to introduce changes to guarantee continuity. And the only way will be with a higher income to make sure the services we need and the fees we pay are in line with the work we demand. To continue progressing I am going to need help and this is also the reason why following some suggestions I ask approval for the budget of 6.000€ to be able to get the support of my assistant Laura Hermida, so I can concentrate more in the priorities we have established.*



*The best way to reach the objective of more income is by increasing members, a constant demand during last years. Also by increasing member subscription fees, what probably is not recommendable at this stage, by reorganizing our 6 member categories or by incorporating an entrance subscription fee. But I will only propose changes here when we have reached 50 members, what I consider to be the minimum sustainable number for IPRN with the actual subscription fees, also having made more visible and real the IPRN membership benefits.*

*There are also other ways to get more income: doing activities that can benefit some members, getting sponsors, etc., and we should explore all.*

*To progress we have to link better the income in the network with the expenditures. And this is what I am proposing for approval: dedicate 35% of the annual budget for Management, 20% to Marketing / Network Development, 10% to PR / Advertising / Training, 30% to the AGM / Conference and 5% to Contingencies or Surplus. This is a more professional way to spend our money in our main traditional areas, based in our trajectory, in relation to our objectives, well defined in "What the Members Want" and in the IPRN Business Plan that I have been working on and will present to you later. Also in this way we can link better the remuneration of the CEO to his work and results, as we do in our companies, and the budget will be easier to follow.*

*You will see by the information I will give about other similar networks, that we are not any longer the largest, but we continue to be one of the leaders and we are certainly the most affordable with the lowest subscription fees and the smaller annual budget, this by large. And don't think other networks are giving their members more benefits that we do.*

*An important incidental during the year as you know was that Maggi Fox resigned as webmaster in June and I had to take unexpected control over the website also. I discover that the website was lacking proper update what complicated my original idea of moving before this AGM to a new one, because it required first to remove old data, members who were not any longer, obsolete information, mistakes, etc.*

*After an unexpected deep work and with the help of our new webmaster H2M this has been almost finish and we have now a better and updated website that only requires the change to a more actualized technology and small additional updates. H2M have done a good job for us at a very reasonable cost and this is the reason why we will consider them the first IPRN partner and have offer a slot to do a presentation about the new website in the conference.*

*I have been in contact with all the members individually for very different reasons, it has been engaging but a pleasure and everyone has been very responsive. I will only recommend to all to try to be as accurate as possible with answers and demands, even if they require a short reply as "sorry I can't do it". Don't forget we are a group of colleagues from different cultures, countries and languages, what is the beauty and the power of this network, but English is not the native language of most, as the anglosaxon way of doing business is not necessarily the standard, so consider this before, be patient, try to clarify and help others. I have been in the middle when required and will continue helping if you want me to do. And we will try to progress here with templates to facilitate questions, demands and answers.*

*Other good news are that we had for the very first time a few demands from potential clients coming directly to the network: Northumbria University, NCR, and The News Market, out of which Broadgate & Mainland, designated as the lead agency for Northumbria, won their international PR Project, our North American colleagues didn't want to participate in the bid of NCR and Carvajal PR Team, from Argentina, is in talks with The News Market to act as their lead agency in the LatAm region. We will continue working with a lead agency or consultant for each project and the business will be done in the countries.*

*We need also more business referrals between our members and for this I have develop the Global Sector Expert Groups, that can be valuable to our businesses and clients, as a way of differentiation, reinforce of our members' knowledge, co-working, cooperation and capturing more business. We will talk during the conference more about this and other improvements and projects.*

*I need to report on the members not attending the past two conferences including this one as by our Constitution; these are AutoCom Deutschland from Germany, Senft & Partner from Austria, Crest Communications from Czechia, Harkonsalo & Vesa from Finland, Mary Crotty from Ireland, David Gribnau from Netherlands and Maggi Fox from the UK. I would propose that all, as long standing members of IPRN that for different reasons couldn't come, are re-affirmed as members.*

*At the Washington AGM in 2015 Jonathan said he was hanging over to me because this could lead to an expansion of the influence and global presence of IPRN and that he was supporting such approach as a member of IPRN for more than 20 years, and that he was going to snipe at me from the sidelines. He has certainly been doing this very well and I have to thank him and also Chantal who has been doing a fantastic work as organizer of this great Congress and as Chairman of IPRN. You know more now about the results and I am sure will see more during the conference.*

*It is a pleasure and a privilege to work with you all and the greatest value to me is to have so many exciting meetings with the good friends I have made through IPRN and with the new ones we will bring in the network soon.*

*Thank you.*

8. Election of officers, partners and suppliers for year 2016 / 2017

Confirmation of General Secretary / CEO for 2016 / 17, *Luis G Canomanuel.*

*Approved*

External Auditor – *FGH Auditores. Approved*

Webmaster – *H2M. Approved*

Committee leaders and members, as follows:

1. **Executive Council (former Administration Committee):** Chantal Carrere-Cuny (Passerelles, France), as past Chair, Chairman, Inna Alexeeva (PR Partner, Moscow), Vicechairman, Athena Wang (Blue Focus), Jonathan Choat (Nexus, London) and Luis G Canomanuel (LUCA, Madrid), as Gen Sec.
2. **Newsletter / 'Social' Comms:** Sarah McOnie (The McOnie Agency, UK) and Anishkaa Gehani (Yardstick Marketing, Dubai), with the support of their teams, Carolyn Long (McOnie) and (Yardstick) for the content (News, Hot Topics, articles, etc.) for the e-Newsletter and FB page, and other members TBC, coordinated with Laura Hermida, Luis assistant and the IPRN webmaster.
3. **Video / Photo / Graphic Material:** Peter Haddock (Edson Everts, UK), with the support of at least other 2 members TBC. They will help producing material for the website, IPRN and Media requirements.
4. **Project of the Year:** Luis G Canomanuel (LUCA, Madrid), with Inna Alexeeva, Susanne Senft (Senft & Partner), Pawel Bylicki (Public Dialog) and Athena Wang (Blue Focus).
5. **Media Relations:** Jan Gusich (Akhia, Hudson, US), Alberte Santos (Evercom, Madrid, Spain) and Jonathan Choat (Nexus, London, UK), with the help of at least 3 more members TBC. To produce IPRN Press Releases and stories to disseminate to the media and the website, as one of the best ways to produce prospects and contacts for IPRN.

**Other Committee opportunities TBC through the year:**

1. **Internship / Training / Interchange:** Daria Odintsova and Inna Alexeeva will make a proposal. Participants to be considered are those team members of agencies that took part in the former IPRN Bursaries programs: like Daria (PR & Partner), Anna (Senft & Partner), etc.
2. **Digital:** Open to a member willing to lead with at least 2 others. TBC

Chairman for year commencing 18.5.2016 (2016 / 2017) *Inna Alexeeva, PR Partner, Moscow, Russia. Proposed by Fabio Raineri (Twister), seconded by Chantal Carrère-Cuny. Approved.*

9. Confirmation of New Members: *EDC - Portugal, Primo PR - Germany, Axess PR - Italy, Purple Media Works – India, Schwan Communications – Germany and Central de Informação – Portugal. Approved.*
10. Decision on location and date of next AGM 2017: *Moscow, Russia, is proposed. Approved.*
11. Election of Vice Chairman (Chairman for 2016/17): *Athena Wang is proposed. Approved.*

- Decision on location of AGM 2018; *Proposals are: China / Poland. China is approved*
12. Nomination of the first Honorary Members of IPRN: Ellis Kopel, as one of the founders and the 1<sup>st</sup> Gen Sec / President of IPRN - UK, Maggi Bonner Fox, from The Maggi Fox Consultancy - UK and Keith Webb, from Edson & Evers PR – UK.

*In our Constitution “HONORARY MEMBERS” reads with the changes to be approved:*

*“There shall be a class of honorary membership open to former members and others who may be proposed and elected at the AGM.*

*Members who have been in the network for 20 years or more and have contributed to IPRN in an outstanding way may be proposed as Honorary Members of IPRN.*

*Such a Member should be proposed by a member and seconded and supported by at least two other members from different countries and agencies, as well as by the General Secretary and Chairman. They should be proposed and approved by a majority of members at the next AGM.*

*Such Honorary Members shall pay no subscriptions and will enjoy the full rights of membership of the IPRN except that they will have no voting rights”. Approved*

13. Motions received from members. *None*
14. Approval of changes in the IPRN Constitution: *Approved.*
15. Any other business.

*Support demanded by the Gen Sec to each member for the period 2016 -17 to continue progressing:*

- *1 Hot Topic per agency per year*
- *1 News per agency per quarter*
- *1 New member contact per agency per year*



IPRN Ellis Kopel PROJECT OF THE YEAR 2016 Participants



**2016 Project of Year  
Finalists & Winners**

Agency	Country	Client	Project Title	Category	Certificate
Public Dialog	Poland	Ardor Auction	The first Polish Classic Automotive Auction	B2C	Overall Winner
Twister	Italy	Lego	A world record tower in Milano	B2C	Finalist
PR Partner	Russia	Winx	Integrated Mark/Comm Campgaign	B2C	Finalist
Nexus	Great Britain	Equazen	How to make your child an infant prodigy	B2C	Finalist
Harbinger	Canada	Skitties	Skitties Pawn Shop	B2C	Finalist
The McOnie Agency	Great Britain	GAAW	Seizing the moment – Saving lifes	B2B	Category Winner
JPA Health Communications	United States	Chiasma	Putting the care in rare	B2C	Category Winner
Twister	Italy	JP Morgan	Sará vera ripresa?	B2B	Finalist
Edson Evers	Great Britain	Caterpillar	Bidding for s star Blogger	B2B	Finalist

The overall winner receives a 1.400€ travel bursary and the two category winners 700€ each agency to be claimed by May 2017.