



The Florida Public Relations Association was founded in 1938 by Lt. Col. John W. Dillin to enhance the profession of public relations and make it easier for PR practitioners to do their jobs. More than 85 years later, the Association is still at it – keeping you up to date on the latest news and trends in communications and ensuring you are ready for any opportunity. As an FPRA member, you are a part of a vital and welcoming network of smart, dedicated professionals who stay connected through local chapter and statewide events and actively support each other. Get involved in FPRA today and take advantage of the many resources and opportunities FPRA offers for professional and leadership development, recognition and building your network.



PROFESSIONAL DEVELOPMENT

Through meetings, speakers, webinars and Annual Conference, FPRA keeps you current on the latest developments and emerging topics in the PR industry.



AWARDS AND RECOGNITION

The state-level Golden Image and chapter-level Image Awards distinguish and celebrate excellence in the field of public relations in our state.



NETWORKING

With around 1,200 members, FPRA offers an unmatched opportunity to network and make connections with your colleagues in the industry.



LEADERSHIP OPPORTUNITIES

FPRA is run by its members, so there are plenty of opportunities to fill leadership roles on chapter and state boards, serve on committees and participate in the LeadershipFPRA program.



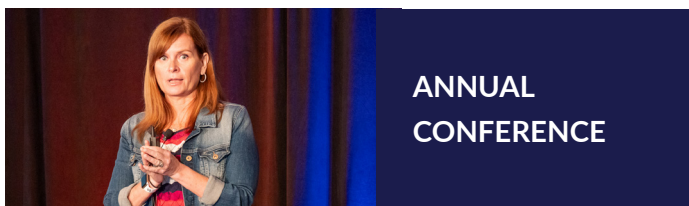
CREDENTIALING

Earning your Accreditation in Public Relations (APR) and the FPRA-exclusive Certified Public Relations Counselor (CPRC) credentials can set you apart and make all the difference in landing your next job.



ONLINE RESOURCES

The Members' Section of fpra.org offers exclusive access to a Job Bank, Member Directory, archived webinars and more resources and tools to help you succeed.



ANNUAL CONFERENCE

The highlight of the FPRA year! Annual Conference includes nationally renowned speakers, networking opportunities and a number of enduring FPRA traditions.



COUNSELORS' NETWORK

This Counselors' Network offers professional enrichment, continuing development and a yearly Winter Symposium for senior-level practitioners with their CPRC designation.



10 BENEFITS OF FPRA MEMBERSHIP

FPRA is like a real-world post-graduate course. The beauty of it is that you can pick and choose “post-graduate classes” that best suit your current educational and career needs.



Organizational Skills

Nothing prepares you better for workplace advancement than being able to organize a group project and establish consensus within your committee. Get this valuable experience by joining an FPRA committee or better yet, take on a chair position.



Speech Writing and Public Speaking

Grab for that extra experience you want by creating a short seminar or workshop and present it at an FPRA function. Becoming a chapter officer also puts you in the leadership spotlight at chapter meetings and allows you to practice these important public presentation skills.



Diverse Viewpoints

Take advantage of the peer-to-peer exchange with fellow FPRA members. Expand your thinking by calling a member for a new viewpoint and factor it into your planning and strategy.



Event Planning

If you haven't yet planned a major event, you can get deeply immersed on an FPRA event committee. Both the chapters and the State Association do many big events annually and it is a great learning experience.



Virtual Connection

Valuable FPRA connections and resources are available to you online as well. Join your chapter's and the Association's social media groups to ask questions, share information and participate in live online webinars – or watch the archived recordings.

1

Leadership Skills

Hone your leadership skills by becoming an officer or board member for your FPRA chapter. This real-world experience will be a great boost to your credentials.



2

Writing & Design Skills

There's no better way to expand your writing style, broaden design boundaries and work to deadlines than by taking on the editor's job for your FPRA chapter newsletter. Get creative on the design elements and try new approaches that will develop your layout and photography skills.



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4

Continuing Education

To advance in our profession, we must advance our educational and learning experiences. Conferences, workshops and professional development seminars conducted by FPRA are targeted to our career needs and are attended by our peers.



6

Rewards & Recognition for Your Efforts

FPRA's Golden Image Awards provide an arena to showcase your communications skills to your boss, your clients and your peers. Winning gold publicly demonstrates you are an achiever and have mastered the real-world elements of communication.



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Surround Yourself with PR Experts

You are the company you keep. With some 1,200 FPRA members at your fingertips you can easily learn from the best while exchanging ideas and tactics. Tap into this statewide knowledge-filled resource ... free and easy just for the asking.



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By Joe Curley, APR, CPRC and Andrea Knies, APR