

Employer Benefits to PRSA Membership

Every organization's greatest asset is its employees. PRSA membership helps PR professionals perform at their best so your organization can realize its full potential.

Greater Connecticut Chapter



Award-Winning Insight, Online Resources and News Monitoring

- PRSA *Issues & Trends* daily newsletter
- *Strategies & Tactics* monthly flagship newspaper
- Original, peer-reviewed research and statistics offered by the electronic *PR Journal*

Advocacy Initiatives to Strengthen Your Business

- Code of Ethics that offer values, principles and practice guidelines that define professionalism and success
- Members-only database of award-winning case studies, articles and research

Free and Discounted Professional Development

- Free live and on-demand webinars on topics from public relations measurement and reputation building to tips on increasing visibility and search engine optimization (SEO)
- Preferred pricing on seminars, webinars, teleseminars, boot camps and conferences, on topics from social media to crisis communications
- Fundamental knowledge of communications theory and its application, research, strategic planning, implementation and evaluation through PRSA's Accredited in Public Relations (APR) credential

Brand Recognition

- Recognition for the excellence of your company and talent through the profession's most prestigious awards programs, including Silver Anvil
- Employees can highlight your brand's reputation and competitive intelligence through volunteer leadership at the National level, or through their local Chapter or Professional Interest Section
- Grow your business and services through local Chapter networking events and speaking opportunities where your employees represent your brand
- Business development opportunities with the Find-A-Firm Directory

Questions? Contact Ilene Glantz at Ilene.Glantz@PRSA.org or call (212) 460-1482.