

**Not just anyone
can do what
you do.**

IT TAKES

apro



Proclaim.

As a skilled public relations professional, you know that your success is dependent on staying relevant, resourceful, and inspired.

The Accreditation in Public Relations (APR) integrates timeless communications principles with contemporary strategies and tactics, and earning the credential demonstrates competency, proficiency, expertise, and a commitment to lifelong learning and ethical standards.

The APR process propels your career forward by:

- Exposing you to cutting-edge strategies and effective practices in the broad communications world
- Identifying your strengths and areas for growth while keeping you on track with all industry requirements
- Recognizing your personal and professional commitment—setting you apart from peers and opening the door to new opportunities

Distinguish yourself in the competitive public relations and communications career market—demonstrate your superior breadth of experience, depth of industry knowledge, and passion for PR—with just three letters.



Produce.

Earning the APR provides the tools you need to refine your tactical skills and delve into the application of strategic thought—beyond everyday tasks—so you can deliver measurable results. The exposure to industry-wide standards and trends will assist you in moving forward confidently and competently in the demanding and dynamic PR and communications fields.



Progress.

The APR process provides a clear report on skills, arming you with valuable personalized information to apply toward enhancing your present role and advancing your future career. Plus, you'll be introduced to a tremendously skilled and experienced network of mentors offering a lifetime of guidance and expertise.

Promote.

With so thorough a process, the APR credential is both a professional and personal achievement—a revelation of drive, capabilities, and dedication. Receiving this Universal Accreditation Board (UAB)-administered recognition demonstrates your proficiency and alignment with the industry, positioning you as a leader in the field.

Project. Proceed.

The APR is recognized internationally as a valuable standard that distinguishes your skills, leadership, and knowledge in a wide variety of fields. Now is the time to take your expertise—and your career—to the next level.

It takes a pro to thrive at what you do. Profess what you know with the APR.

Discover what the APR can do for your career and take the first step today.

LEARN MORE

www.praccreditation.org/apply/apr

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NSPRA

National School Public Relations Association