

#### IPRA MEMBERS OFFER

**Experience.** We offer a breadth of senior counsel across a wide range of industries and organizations—from financial services and high-tech to nonprofits and Fortune 500 companies.

**Value.** Lower overhead means more cost-effective rates for you as a client.

**Flexibility.** Whether your needs call for a sole practitioner or a team of specialists, our network allows us to quickly scale operations up or down to match your project or budget requirements.

**Results.** Our wide scope of PR services, combined with communications expertise in more than 30 industry sectors and hundreds of media markets across the country, add up to high-quality, measurable results for clients.

#### IPRA IS FOR YOU IF...

- Your in-house communications department needs additional PR support but hiring new staff is not in your budget
- Your company needs PR consultation and support but is too small to have an in-house public relations department
- Your agency needs a PR specialist in a certain area to help you meet a tight deadline, win a new account or serve an existing client
- You need a PR professional who can line up a top-notch team to help you meet client needs in communications or PR
- You need a local PR representative who knows area reporters better than an out-of-town agency
- You need reliable, affordable and creative public relations services for a short-term project or ongoing consultation

#### WHAT CAN IPRA DO FOR YOU?

As IPRA members, we are seasoned practitioners with specialties in such areas as:

- Campaign planning
- Collateral materials development
- Community relations
- Corporate identity and branding
- Crisis management
- Employee communications
- Event and meeting management
- Investor relations
- Issues management
- Marketing communications
- Measurement and research
- Media relations
- Media training
- Program execution
- Public policy communications
- Strategy development
- Video production
- Web services
- Writing and editing

#### HOW IPRA WORKS

A variety of business models enable IPRA members to serve clients in a number of ways:

##### Freelancers

IPRA members serve as freelancers, generally on short-term projects. Corporate clients, small businesses, full service agencies and PR firms, and in-house communications departments all use freelancers to augment staff, meet a tight deadline or contribute a specific area of expertise.

##### Consultants

IPRA members, many of whom have worked as executives in agencies or corporations, serve as consultants in such areas as campaign planning and development, crisis communications, issues management, media relations and more.

##### Virtual Agency

IPRA members have the ability to quickly assemble a top-notch team of specialists who bring interdisciplinary expertise to a client project or campaign—providing clients with maximum flexibility, without the overhead expense of office space and staff.

#### IPRA IS ALSO FOR YOU IF...

You are an experienced PR independent practitioner and member of PRSA-NCC. Members meet monthly; participate in IPRA's online discussion group and website; share materials and vendor resources, such as discounted group memberships; offer professional development opportunities; and cross-refer business and team up on projects where members' skills and interests complement one another.

## PRSA

#### LEARN MORE

To learn more or find a PR professional through IPRA, visit [www.ipralliance.com](http://www.ipralliance.com)



# Flexibility

“Our small association has worked hard to keep operating costs to a minimum, and relying on outside consultants has been an extremely effective—and cost-effective—way to supplement staff capabilities. Using an independent consultant fits well with the ebb-and-flow nature of our communications activities for which full-time staff isn't required. It ensures that we have someone with solid experience with our issues who routinely monitors the media, provides strategic planning and project development expertise, and who is always prepared to respond. The synergy we've forged with our communications consultant has proved exceptionally productive.”

**JACK SNYDER**  
EXECUTIVE DIRECTOR  
THE STYRENE INFORMATION AND  
RESEARCH CENTER, ARLINGTON, VA

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# Experience

“I chose a virtual PR agency to help me position my new telecommunications company. My ‘team leader’ PR counselor quickly assembled a tight group of PR professionals with various types of expertise to support my business goals. I get reliable guidance and effective counsel from a team of senior-level professionals. This model is perfectly suited for my needs.”

**ROBERT FLOOD**  
CEO, PINGTONE COMMUNICATIONS  
FORMER CTO, CABLE AND WIRELESS

# Value

“We found working with independent PR professionals to be extremely valuable for our agency. These professionals allow us to offer a greater level of service to our clients without having to find and hire qualified, talented PR staff.”

**MARY BAUM**  
PRINCIPAL  
BAUM ARENSMEIER & TALENT



[www.ipralliance.com](http://www.ipralliance.com)

INTRODUCING

## Metro Washington's Independent PR Alliance

Providing experience and value-driven communications services to businesses and organizations across a wide range of industries.

[www.ipralliance.com](http://www.ipralliance.com)



### ABOUT THE INDEPENDENT PR ALLIANCE

IPRA is a network of highly experienced, independent public relations professionals delivering quality, value-driven communications services across a wide range of industries for clients in both the public and private sectors. IPRA members, averaging 20 years of public relations experience, are an exceptional resource for corporations, associations, full-service public relations firms, advertising agencies and nonprofit organizations.

IPRA is an active committee of the National Capital Chapter of the Public Relations Society of America (PRSA), the world's largest professional organization for public relations practitioners. Members of IPRA are required to be members of both PRSA and the National Capital Chapter (NCC).

We invite you to discover how IPRA's independent practitioners can bring outstanding experience, value, flexibility and results to your public relations program.