

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Unlock your team's talent

Corporate Affiliate Membership





What is Corporate Affiliate membership?

// The Corporate Affiliate programme lends credibility and value to an agency throughout its relationship with a client — from creds through pitch and into the working partnership. It's a badge of reputability, a promise of quality and a mark of transparency and accountability. //

Richard Stone Chart.PR MCIPR
Managing Director, Stone Junction





Put simply, Corporate Affiliate is our group membership scheme. We are the world's only chartered body for public relations and joining us as a Corporate Affiliate will do wonders for your credibility, reputation and growth.

By becoming a Corporate Affiliate, you'll be able to recruit and retain the best PR talent out there, and in turn boost your team performance. Plus, your clients, colleagues, and the public will see that you are accountable to a globally-recognised set of professional standards.

But that's not all. You'll be demonstrating your commitment to being an employer of choice.

Corporate Affiliate provides unrivalled professional development opportunities for your team – at every stage of their career. It shows them that you're invested in their growth and development. With CIPR Corporate Affiliate, your team can improve their knowledge, develop their skills, and perform better than ever before.



Who can become a Corporate Affiliate?

Whether you're a new PR agency just starting out, a growing one looking to expand, or an established one seeking to enhance your reputation, you're welcome to join.

The same goes for in-house teams, big or small. Any team who believes in the value of lifelong learning and is committed to professional and ethical standards will benefit from being a Corporate Affiliate.

More than 200* in-house teams and PR agencies are part of our Corporate Affiliate network, so you'll be in great company.

*Correct at time of publication. Please visit cipr.co.uk/corporate to view an up-to-date list.

cipr.co.uk/corporate



CIPR Corporate Affiliate Member, 2023



Reap the benefits

Cultivate confidence

By becoming a member you'll get access to the CIPR Corporate Affiliate logo, demonstrating to clients and colleagues that you operate to a globally-recognised set of standards and values. Plus, individual team members can use member letters next to their name, highlighting their own professionalism and experience.

Develop your people

Your team can grow and develop their skills with our CIPR CPD programme. This gives them access to flexible learning and hundreds of free resources all year round. We'll even support you to develop a structured approach to professional development, aligning your team's CPD plans to your business goals.

Get your team chartered

Corporate Affiliates can charter their team members faster and for less with our Chartership add-on. Sign up for three Chartership places for just £225 + VAT – a saving of 75% (usual cost £930 + VAT) and benefit from the added credibility that Chartered PR Practitioners will bring to your team or agency.

Save on training

Your team members will get access to free training* worth £600 on topics including Ethics in PR and Equity, Diversity and Inclusion (EDI). You'll also save an extra 10% on member training rates, helping you squeeze more from your training budgets.

Pay less for membership

You can save up to 50% when compared to individual membership fees. And the best part is that the annual fee is based on the size of your team, so the more people you add, the more you save.

Nurture your network

You'll be invited to Corporate Connect events twice a year, perfect for agency and in-house leaders to network. It's also an opportunity for practitioners across sectors to exchange ideas and share challenges. And, as members, your team can attend unlimited free and low-cost events across the CIPR network.

*Open to Member and Fellow grades.

Influence insights

Influence magazine has something for everyone. It's perfect for PR professionals who want to stay up to date with the latest industry trends and practices. You'll find insightful articles and interviews, practical tips, and thought leadership pieces that will help your team stay ahead of the game.

Mental health and wellbeing support

One of the biggest challenges facing our profession is the mental health of practitioners. That's why we offer the Health Assured member assistance programme. Your team will have access to BACP registered counsellors 24/7 with the Mental Health Hotline, as well as wellbeing tools, videos, mini health checks, and more on the My Healthy Advantage App.



Getting started as a Corporate Affiliate

To make sure that your team gets the most out of your membership, we've created a three-step plan to help you get started and stay involved.



Step 1 Onboarding

Depending on your needs, you'll get either a virtual or on-site visit from your own dedicated Development Manager. They'll introduce your team to all the benefits and opportunities available to you and make sure you're set up for success right from the start.



Step 2 Journey mapping

We'll work with you to create a personalised development plan that will kick-start your first year as a member. This plan could include mapping out your team's journey towards professional accreditation or identifying suitable courses and qualifications through our Learning Consultant.



Step 3 Reviewing

At six and 12-month milestones, you'll have the opportunity to meet with your Development Manager to review your progress against the goals set in your development plan. This will help you stay on track and make sure you are getting the most out of your membership.

// Our membership is a demonstration to our clients that we are investing in our team and their capabilities. //

Stephen Taylor MCIPR
Head of External Affairs (Project Delivery),
COWI UK

// Time and time again, our team tell us how valuable the CIPR CPD programme is in supporting their professional development. Having this trusted resource on tap is vital for nurturing our best of breed team. //

Emily Wardle Chart.PR MCIPR
Associate Director, Spottedog Communications



Next steps

Are you ready to take the next step and become a CIPR Corporate Affiliate?

If so, we'd love to chat with you. Simply get in touch with Lindsay Dunlop, our Corporate Affiliate Associate, who'll be happy to give you all the details and provide you with a tailored quotation.

We want to make sure that you have all the information you need to make the best decision for your team and your business. So why not get in touch and start the conversation today?

**Call Lindsay on
(0)7825 027 249**

**or email us at
membership@cipr.co.uk**





More about us

We are proud to be the world's only chartered body for public relations professionals. We have an extensive network of 11,000 PR professionals spanning nearly 90 countries worldwide.

We take our responsibility, and the professional responsibility of our members, seriously. We hold them accountable to their employers and the public through our Code of Conduct.

We're all about raising the bar for professional standards in the PR industry, and we do this through industry-leading training, qualifications, and awards, as well as producing best practice guidance and research.

We support our members to demonstrate their professionalism through our continuing professional development (CPD) programme. And we are the only organisation that can award Chartered PR Practitioner status (Chart.PR).