

Arab Public Relations Organization

Connect to
Affect



www.apracic.org



Info@apracic.org

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What is apro?

Arab Public Relation Organization (apro)

It is an Arab organization of workers and those interested in the public relations sector. Natural or legal persons united by one passion and common interest, in one of the most important means of modern management and one of the pillars of advanced institutions for the success of all types of businesses in their various activities; It is the field of public relations.

Apro is an independent, non-profit entity, licensed in England with number 14871178, it was established to connect and link between workers in the field of public relations, existing institutions, professional individuals or beginners Practically or even students, belonging to different backgrounds and multiple Arab and international nationalities.



Our Mission



Our core
values

Effective communication, Activity,
Cooperation, Excellence.

Apro's mission is to create an organizing entity for Arab public relations professionals, to be the leading network that incubates them, and that works to concerted efforts and advance the work professionally, to reach our goal of enhancing communication and applying the ethical practice of the public relations profession, and take advantage of it and benefit every affiliate, supporter, and interested in us.

In order to achieve this mission, we committed to drawing up a plan and course of action of the organization, and we defined our mission represented in uniting the efforts of the members of the organization and benefiting from their experiences, defining professional and ethical work practices in our sector, and providing all possible services to advance this field.



Our Goals

01



Linking and networking between the members of the organization and trying to create an environment of cooperation and coordination to reach our goals with better results.

03



Discovering and creating pioneers in the profession and giving them the best opportunities for professional development.

02



Promoting and establishing the ethical principles and practices of the public relations profession.

04



Honoring the efforts of actors and pioneers in the public relations sector and highlighting their experiences in supporting this profession.



Our Goals

05



Creating a professional image of our profession at the local, Arab and international levels.



06

Collecting experiences and competencies and trying to benefit from them to advance our field.

07



Enriching the field of public relations academically and in research, and creating a place and reference source for everything published in this field.



08

Participation in international events and forums that expand the horizons of our activity and open for linking and partnership on a broader scale.

Who do we care?



apro welcomes you as one of its members united by one link ..
which is networking in the public relations sector.

Our services

Apro provides its members or interested guests a package of well-prepared services according to the highest levels of professionalism and in a manner that takes into account the requirements of all visitors to the organization at very reasonable prices. Where you can easily view and order it on our website through our service providers shown below:



apro Consultant

You are a company that doesn't have a department of public relations and sometimes need advice! Are you an academic or student and lack some information in this field? You are an entity specialized in public relations, whatever its form, and you need to network with your counterparts at work; All you have to do is request the service of our advisor to provide you all advices and information available to us.

apro Trainer

You aspire to become a professional in public relations, and you lack the experience or tools to become what you aspire to be? Apro offers you a series of rich and short training courses in this field, and you are free to choose and register to take full advantage of it or choose some of them according to your necessary needs.

apro Academic

: if you are an academic person; A student who needs specialized studies in the field of public relations, or you are a professor in this field and want to publish your research and studies to those interested. Apro supports and helps you in this field and adopts the cause of scientific research support, development and availability in our field specialization. We also provide readers a special library that includes rich and useful publications and books that discuss the field of public relations.

apro Marketer

you aspire to reach as many as possible to present yourself as a public relations company at the local, Arab and international levels, or you want to work in the field of public relations and lack the supportive entity to get the job opportunity? Apro allows its members or those interested in its services to have widespread marketing and promotion locally, regionally and internationally, and on several communication channels through its website, social media, and its customer database and associated entities, which guarantees you to expand your activity and support in the right and desired way.

apro Accredited

you work in the field of training in the field of public relations and need an official accreditation certificate? If you are an institution or an individual who lacks this accreditation to provide your own services, do not hesitate to contact us and see the accreditation standards in our organization to give you an official endorsement and a reliable certification issued by the organization that authorizes you to practice this profession or supports your career.



apro Memberships

Golden apro membership



apro Memberships

Silver apro membership



apro Certificate templates

apro Trainer



APRO Trainer Certificate

With the approval of the Arab Public Relations Organization (APRO),
It was decided to grant Mr.:

Name
Nationality

APRO Trainer Certificate

As a Trainer specialized in the field of public relations and related fields,
in accordance with the conditions and standards approved by the Organization.

Date of issuance: 01 /03 /2023
Certificate Number: T.APRO001

ARAB PUBLIC RELATIONS ORGANIZATION (APRO) LTD
www.apracic.org
License No. : 14871178, Registered office address:
22 Edward Road, Leicester, England Le2 1tf


President
of the Organization



This certificate is owned by the Arab Public Relations Organization and must be returned upon request. Failure
o fulfill the terms and conditions of the certificate at any time may lead to the invalidation of this certificate.

apro Academic



APRO Academic Certificate

With the approval of the Arab Public Relations Organization (APRO),
It was decided to grant Mr.:

Name
Nationality

APRO Academic Certificate

As an Academic specialized in the field of public relations and related fields,
in accordance with the conditions and standards approved by the Organization.

Date of issuance: 01 /03 /2023
Certificate Number: A.APRO001

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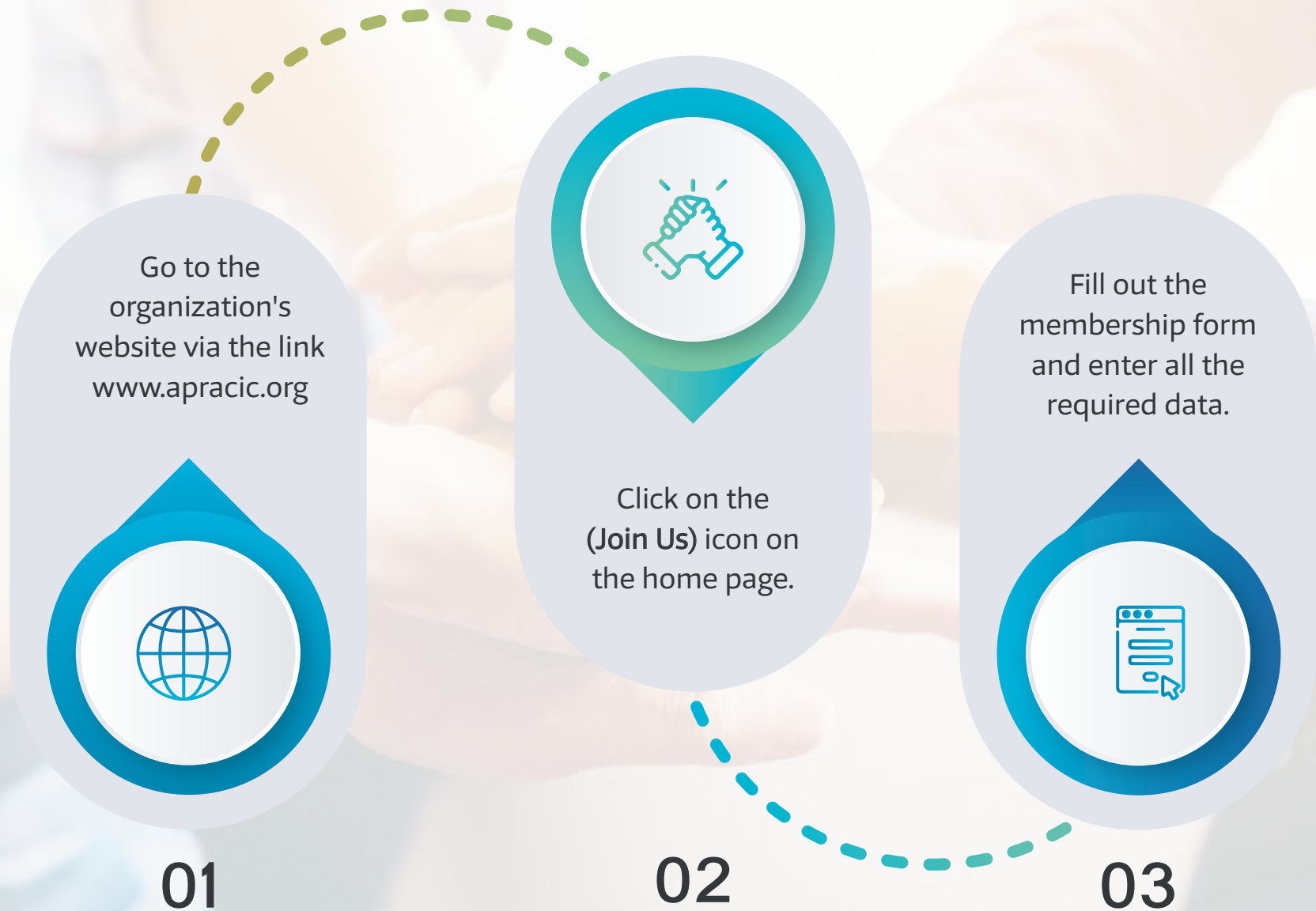


Membership advantages



- A membership certificate in the Arab Public Relations organization supports your career and biography.
- Benefit from conferences, seminars and workshops held by the organization, either in attendance or virtually.
- Obtaining access to see and benefit of the organization's database.
- Subscribing to a special Takaful fund for members of the organization.
- A great opportunity to connect with supportive parties to develop your business.
- Marketing and promoting the activities of members on all communication channels of the organization.
- Gold members are automatically nominated for the annual Super PR award.
- A %50 discount on all our paid services for gold membership holders.
- A %25 discount on all our paid services for silver membership holder.

Membership mechanism



Membership mechanism

04



Confirm and submit your request at the end of the form.

05

Wait for one of our consultants to contact you to follow up on your membership procedures.



06



Pay the membership fee according to the consultant's instructions.

Welcome to APRO! 

Excellence award

Super PR

Apro has created the Super PR Excellence Award honoring and celebrating its distinguished members. This title is granted based on several standards and requirements, and after announcing the opening of the door for candidacy for those wishing to do so, and presenting them for their achievements during the year, whether in the frame of joint work with the organization, or for their distinguished activities in our field of interest in general. This award comes within the context of the organization's adoption of a policy of upgrading and praising the efforts of its members, and in support of it to reward every hardworking person, actor, and interested in our organization.

This title provides its owner with several privileges granted by the management of the organization; It is represented by a permanent free membership in the organization, marketing support on all the organization's media channels, a certificate of excellence award documented by the organization's management, and an official accreditation certificate issued by the organization.



Terms and conditions

Article (1): All entities and individuals working and interested in the field of activity of the organization have the right to acquire membership in the organization.

Article (2): In order to acquire the organization's membership, you have to submit a request to the organization's management to express a desire to acquire membership, accordingly the entity wishing to join decides its commitment to the organization's system and undertakes to perform all the obligations including the performance of the member's subscription.

Article (3): The management of the organization issues a decision to accept the new member, based on the proposal of the Executive Council, and the member exercises the duties of membership immediately after the issuance of this decision.

Article (4): If the member does not pay the annual membership subscription, the administration may reconsider his membership.

Article (5): A member has the right to renew his annual membership according to the fees approved by the organization, or to modify the type of membership and pay what may result from that, or to cancel the current membership with no right to refund any paid fees in advance.

Article (6): All members of the Federation enjoy equal rights and duties and freedom of expression.

Article (7): If a member commits acts that harm the organization or fails to perform the obligations determined by the organization's system, the organization's management issues a warning to stop working and return to performing his obligations. If he does not comply, the organization management has the right to issue a decision to freeze his membership, and if the member does not fulfill his obligations after the suspension of his membership, the order to cancel his membership is presented to the Public Administration in its next session.

Our Team

As you give importance to the presence of a public relations expert in any organization or company, what is your impression if you find yourself among a team of collaborative public relations professionals in the management and conduct of our business to reach the highest levels of success! The organization attracted the best qualified employees and those with administrative, technical, financial and academic experience, and melted them into one crucible to provide you with a summary of these competencies. To be the trusted source and the most important reference for exporting experts and services in the public relations sector



License

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www.apracic.org

License No. : 14871178,

Registered office address:

22 Edward Road, Leicester, England Le1 2tf

FILE COPY



CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number **14871178**

The Registrar of Companies for England and Wales, hereby certifies that

ARAB PUBLIC RELATIONS ORGANIZATION (APRO) LTD

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales

Given at Companies House, Cardiff, on **16th May 2023**



N14871178O



Companies House



The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



الجمعية العربية للعلاقات العامة
Arab Public Relations Organization



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Algeria

Banta



Bahrain

Manama



Morocco

Berkane



Palestine

Gaza



Tunis

Tunisia.



Somalia

Hargeisa



Nigeria

GABON
Plateau State



Kuwait

Kuwait Al-Asimah



Mauritania

Nouakchott



UAE

Emirate of Abu Dhabi



Egypt

Alexandria



Libya

Benghazi



Saudi Arabia

Jidah



**Sultanate
of Oman**

Muscat



Jordan

Amman, Irbid



Yemen

Yemen





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