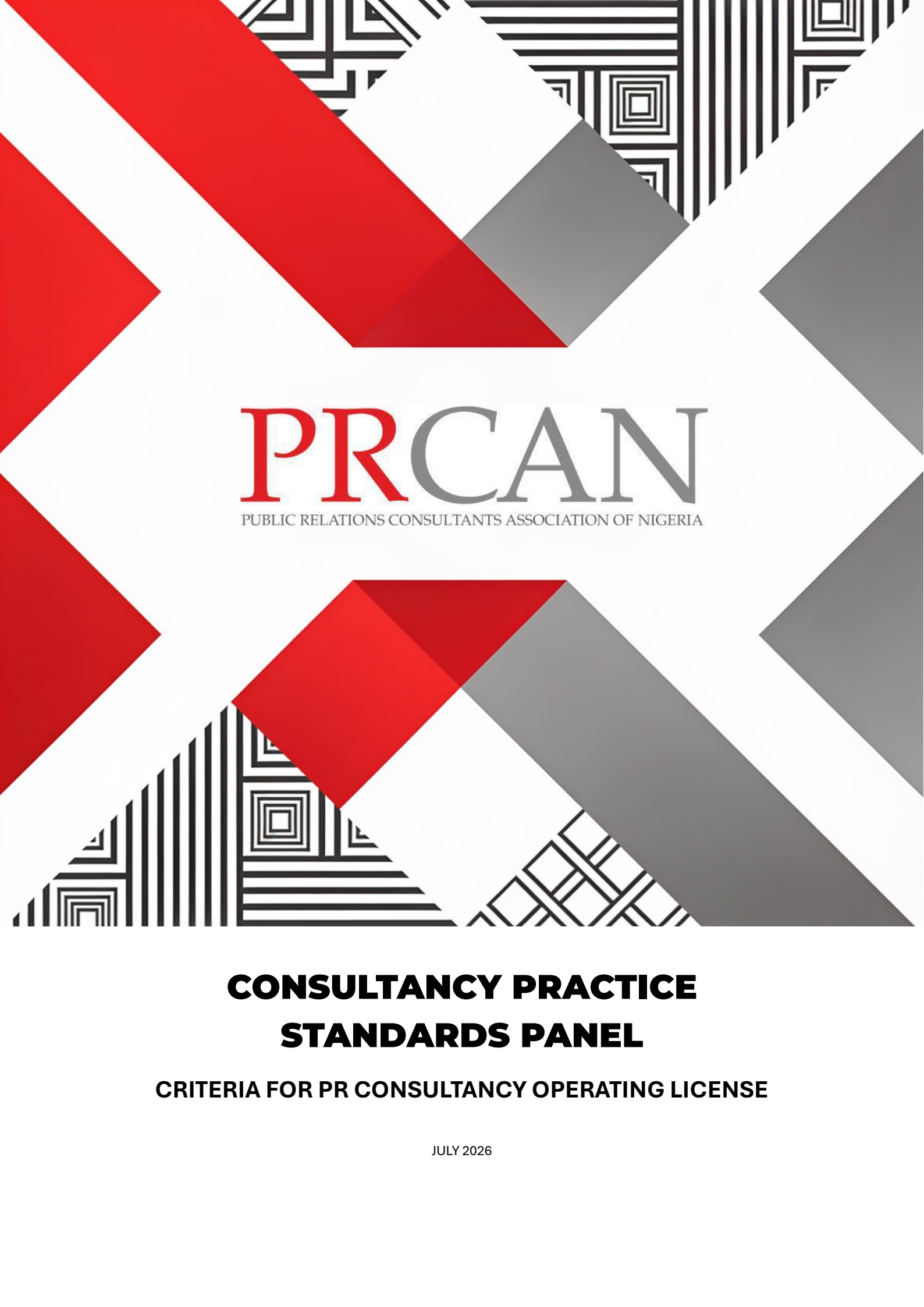




PRCAN

PUBLIC RELATIONS CONSULTANTS ASSOCIATION OF NIGERIA

**CONSULTANCY PRACTICE
STANDARDS PANEL**

CRITERIA FOR PR CONSULTANCY OPERATING LICENSE

JULY 2026

Welcome to the New PR Consultancy Licensing Regime

Thank you for your interest in obtaining a PR Consultancy Operating License.

Pursuant to Section 17 of the NIPR Practitioners Act, Cap N114, Laws of the Federation of Nigeria, 2004, and the reenacted Bye Law No. 3 of 2026, the Nigerian Institute of Public Relations (NIPR) Governing Council, in collaboration with the Public Relations Consultants Association of Nigeria (PRCAN), has established the Consultancy Practice Standards Panel (CPSP). This specialized regulatory body is statutorily empowered to manage, sanitize, and standardize the accreditation and licensing of all public relations consulting firms across the country. Designed to elevate our industry into a highly accountable, globally competitive ecosystem, this newly institutionalized licensing regime manages the boundary between certified, standard-compliant consultancy practices and unlicensed operators. For intending licensees, navigating this process successfully is a required milestone that validates your agency's corporate credibility and professional readiness.

The journey to obtaining your mandatory Public Relations Consultancy Operating License begins with a strict evaluation of corporate eligibility and a streamlined digital submission process. Intending licensees must first ensure they meet baseline criteria below:

Requirements		
1	Legal status	Firm shall be an incorporated Enterprise, Limited Liability Company, or Limited Liability Partnership under the Nigerian legal framework, registered with the Corporate Affairs Commission (CAC).
2	Leadership	CEO must be not less than a full recertified member of the NIPR and have been in Public Relations practice in a senior capacity within the public or private sector for a minimum of 5 years
3	Location	Verifiable business address, well equipped and befitting premises.
4	Team	Minimum practice team of three NIPR-registered personnel + relevant non-professional staff
5	Experience	Company shall provide evidence of three prior clients from private, public or development sector
6	Fees	
	Application (One off)	N250,000
	Licensing (First year)	N500,000
	Annual license renewal	N250,000

The applicant is to initiate the process by completing the New Membership Application Form (<https://forms.gle/JbHzNYSDpNKJGi2n8>), digitally uploading the required documentation and paying the application fee. The PRCAN Secretariat would conduct a desk audit to verify documents' compliance and qualified applicants would be handed over to the CPSP.

In this final phase of the licensing the CPSP would conduct a two-tier assessment consisting of a formal professional screening interview with the Principal Consultant and a mandatory office verification of the prospective agency's operating premises. This visit cross-checks physical corporate infrastructure against the application details to weed out briefcase operations and ensure a conducive consulting environment. Upon receiving a satisfactory score from the panel, the application receives final approval from the PRCAN Executive Committee, triggering the financial settlement of the applicable licensing fees.

The process culminates in a formal induction ceremony where the agency is issued its practice certificate jointly signed by PRCAN and the NIPR, presented with its official Practice Seal and officially enrolled in the PRCAN Master Register.

Inquiries are to be channelled to either of the following:

i. Hassan Abdul, mnipr (Secretary, CPSP)

Email: alhassanab2002@gmail.com

Phone: 08035288123

Or

ii. Victoria Bassey (Executive Secretary, PRCAN)

Email: victoria.b@prcan.ng

Phone: 08023626225

We look forward to onboarding you. **Let's Secure the Standard of The Industry Together.**