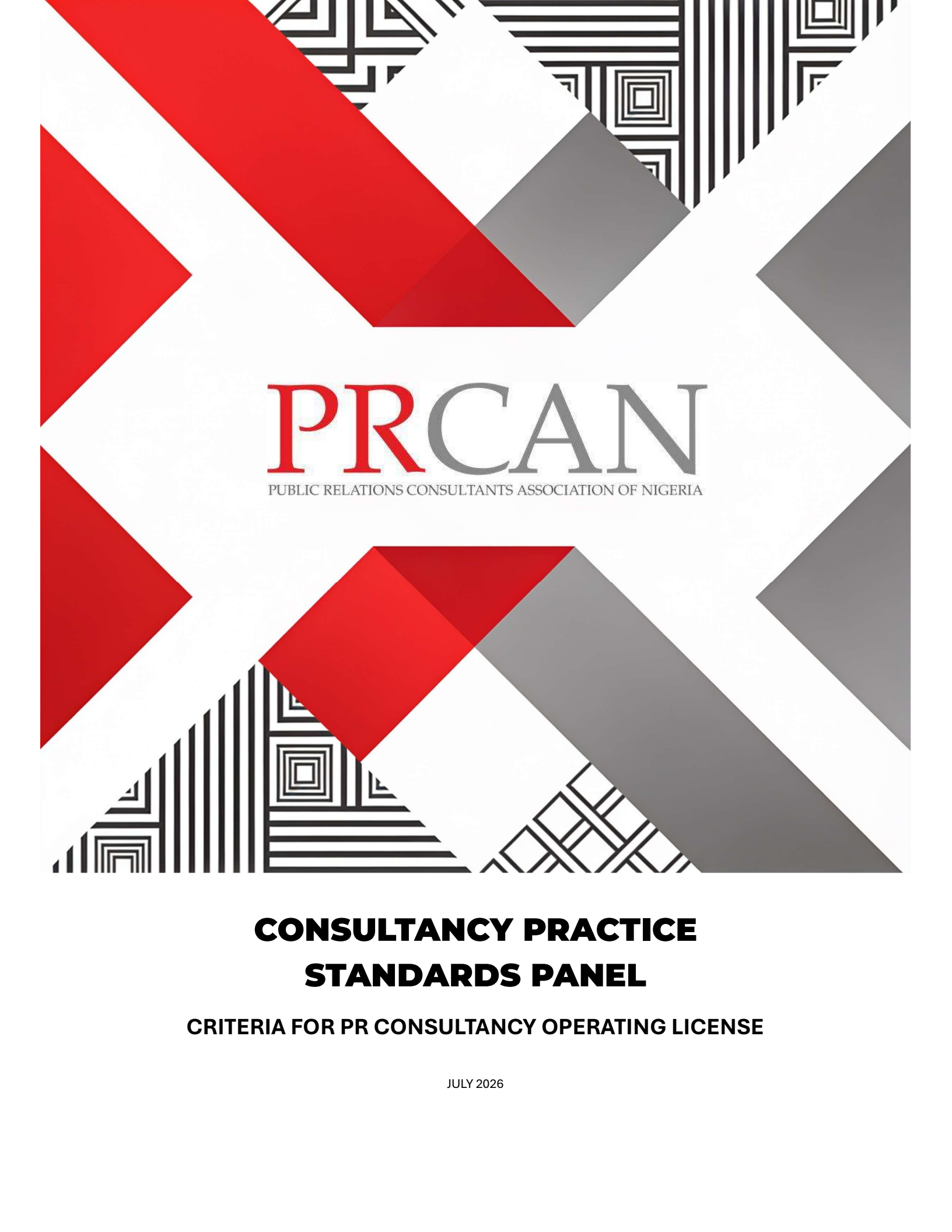




PRCAN

PUBLIC RELATIONS CONSULTANTS ASSOCIATION OF NIGERIA

**CONSULTANCY PRACTICE
STANDARDS PANEL**

CRITERIA FOR PR CONSULTANCY OPERATING LICENSE

JULY 2026

Welcome.

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 an evaluation of eligibility. Intending licensees must first ensure they meet baseline criteria in the table below:

		Individual	Associate	Chartered	Corporate	Affiliate
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).	-	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).	Affiliate members shall be members of a PRCAN equivalent body or regulatory agency of PR practice in their country of residence who intend to do business in Nigeria.
2	Leadership	Individual must be not less than an associate. Must have been in Public Relations practice in a senior capacity within the public or private sector for a minimum of 3 years	CEO must be not less than an associate member of the NIPR and must have been in Public Relations practice in a senior capacity within the public or private sector for a minimum of 3 years	Individual must have been in Public Relations practice in a senior capacity within the public or private sector for a minimum of 10 years. A proven record of consulting experience with at least 10 clients, 3 of which must be multinationals	CEO must be not less than a full 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	Criteria applicable to individual, associate or corporate will apply based on application documents.
3	Location	Verifiable contact address	Verifiable business address	Verifiable contact address	Verifiable business address	Verifiable business address

4	Team	-	-	-	Minimum practice team of three NIPR-registered personnel.	Criteria applicable to individual, associate or corporate will apply based on application documents.
5	Fees					
	Application	N250,000	N250,000	N250,000	N250,000	N250,000
	Licensing (One off)	N250,000	N250,000	N1,000,000	N500,000	N250,000
	Annual	N200,000	N200,000	N250,000	N250,000	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 applicants would be transferred to the CPSP for the accreditation process.

During this phase, the CPSP would conduct a two-tier assessment consisting of a formal professional screening interview with the Principal Consultant and a mandatory verification of the prospective agency's office premises/contact address. 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: althassanab2002@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.**