PUBLIC RELATIONS Consultancy Practice Code 2026

PRCAN
PUBLIC RELATIONS CONSULTANTS ASSOCIATION OF NIGERIA

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Executive Summary

This Public Relations Consultancy Practice Code (PRCPC) serves as a strategic bridge, translating the broad statutory mandates of the Nigerian Institute of Public Relations (NIPR) Code of Professional Conduct into a specialized, high-performance operational manual specifically designed for the consultancy landscape. It is an instrument in the Bye Law No. 3 of 1993, "Public Relations Consultancy Practice", 2026, over which the Consultancy Practice Standards Panel has a supervisory mandate.

While the NIPR Code of Professional Conduct provides the legal and moral bedrock for all practitioners, this adaptation introduces guidelines that guarantee professional service delivery for clients and enhances commercial value for the PR consultants' services. It integrates intellectual property protections, commitments to quality service to clients and defines client engagement protocols.

By operationalizing ethical concepts into daily agency workflows, the framework ensures that professionalism moves further away from an abstract ideal closer to a measurable, audit-ready standard that mitigates vicarious liability for agencies.

The value to the PR consulting ecosystem is transformative, expanding the industry from a "service-provider" model to encompass a "strategic-counsel" paradigm.

By visibly adhering to these enhanced standards, member agencies can protect their intellectual assets from "idea-shopping," justify value-based remuneration over flat-fee billing, and build impenetrable layers of client trust.

This PRCAN Practice Code creates a sustainable environment where agencies are empowered to compete on the global stage, ensuring that organizations have access to PR services that are not only ethically sound but are also commercially robust, transparent, and resilient in the face of modern business complexities.

1.0 Public Relations Services

The landscape of Public Relations and Communication Management has evolved into a highly specialized field. Nigerian and global consultants now operate across a spectrum that balances traditional storytelling with data-driven strategy and statutory compliance leveraging trusted and ethical communication methods.

The Council of the NIPR on July 22, 2025 adopted the definition of Public Relations to be "*a strategic leadership role that builds trust, reputation, lasting relationships, and drives inclusive development through ethical, transparent, and culturally respectful communication*"

Below is a categorized list of services and sub-services that draw their form and nature from this definition, henceforth covered under the Byelaw's PR Consultancy License.

1. Strategic Reputation & Brand Management

- **Reputation Management:** A dual-capacity strategic discipline that operates as both an upstream prophylactic and a downstream reactive framework that functions as the continuous, overarching catalyst for systemic integrity, driving sustained trust, stakeholder alignment, and long-term enterprise value.
- **Corporate Identity & Positioning:** Crafting the "North Star" narrative for organizations.
- **Executive Thought Leadership:** Positioning C-Suite leaders as industry authorities through tactics such as speaking engagements and white papers.
- **Employer Branding:** Communicating corporate culture to attract and retain top-tier talent.
- **Perception Audits:** Research-driven analysis of how a brand is viewed by its various publics.

2. Crisis & Issues Management

- Vulnerability Mapping: Identifying potential detrimental triggers before they escalate.
- 24/7 Rapid Response: Managing real-time communication during litigation, product recalls, or ethical breaches or other crises.
- Litigation PR: Supporting legal teams by managing the court of public opinion during judicial proceedings.
- Recovery Strategy: Rebuilding trust and Social License post-crisis.

3. Media Relations & Earned Media

- Press Office Operations: Acting as the primary conduit between the client and journalists.
- Media Training: Coaching executives on protocols for broadcast and print interviews.
- Narrative Placement: Securing high-credibility, non-paid editorial coverage (Earned Media).
- Strategic Media Monitoring: Real-time tracking of brand sentiment across print, digital, and broadcast channels.

Public Relations Services

4. Government Relations & Public Affairs

- Regulatory Advocacy: Bridging the gap between corporate goals and legislative agendas.
- Policy Monitoring: Tracking shifts in laws and government directives that impact the business environment.
- Political Risk Assessment: Advising clients on the “Public Interest” implications of political cycles.
- Lobbying & Diplomacy: Facilitating fair and honest engagement with holders of public office.

5. Stakeholder & Community Engagement

- Community Relations: Securing the Social License to Operate in specific geographic territories.
- Investor Relations: Communicating financial health to the investment community.
- Internal Communications: Engaging employees as brand ambassadors to ensure organizational alignment.
- Sustainability & CSR: Developing community-centric programs that provide measurable social impact.

6. Digital PR

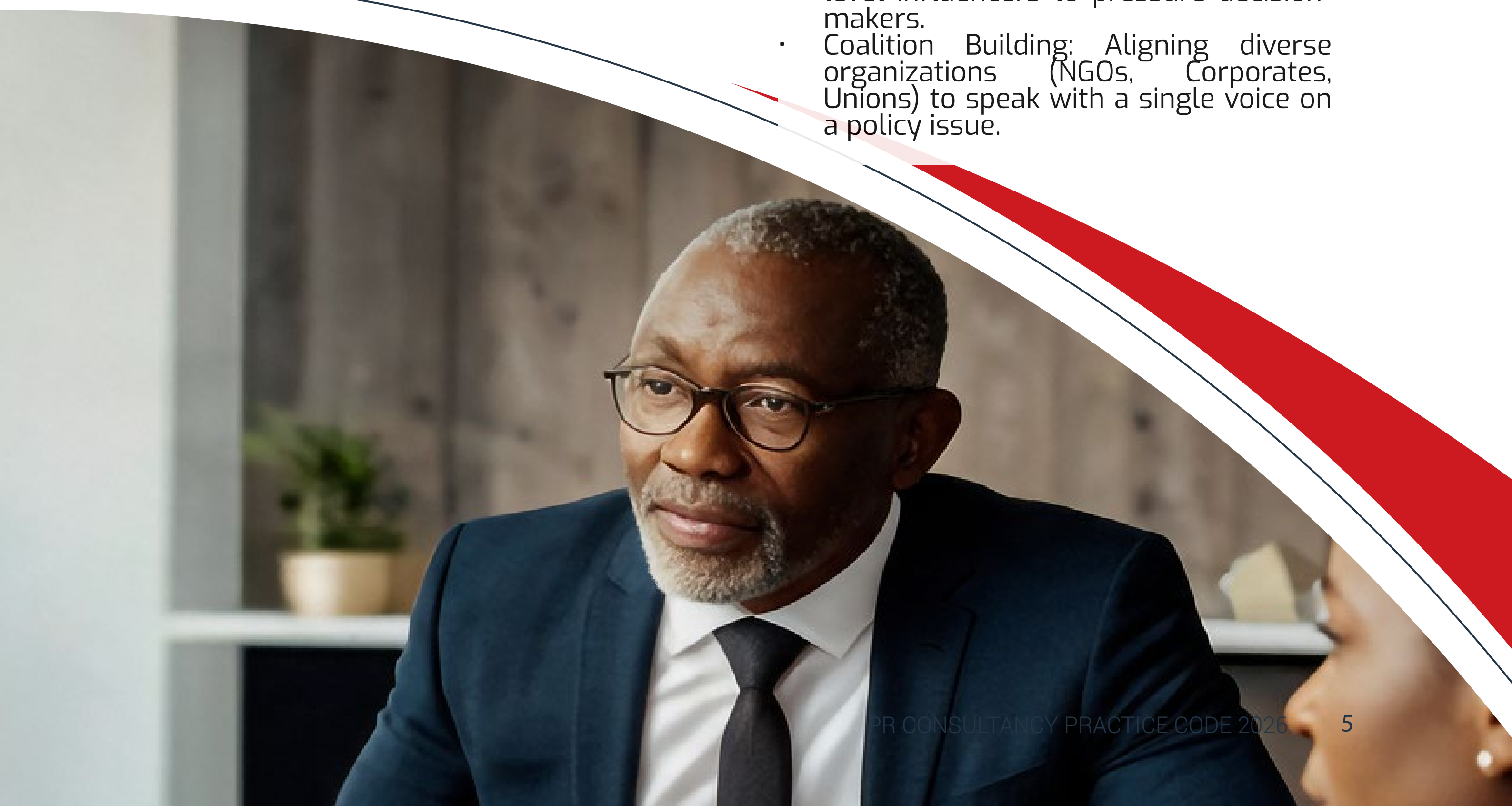
- Digital Narrative Strategy: Managing a consistent brand voice across LinkedIn, X (Twitter), Instagram, etc.
- Influencer Relations: Partnering with “Third-Party Professionals” to reach niche audiences.
- Online Reputation Management (ORM): Combatting “misinformation” and managing digital sentiment.
- Content Marketing: Creating SEO-optimized blogs, videos, and podcasts to drive engagement.

7. Event Management & Experiential PR

- Launch Events: Managing high-impact product or corporate unveilings.
- Stakeholder Forums: Organizing Town Halls and round-tables for consultative engagement.
- Exhibitions & Trade Shows: Maximizing brand visibility in B2B environments.
- Hybrid/Virtual Events: Utilizing technology to reach global audiences simultaneously

8. Public Interest & Specialized Advocacy

- Issue Advocacy: Building public and legislative support for specific causes (e.g., environmental protection, trade policy).
- Grassroots & “Grasstops” Organizing: Mobilizing local communities or high-level influencers to pressure decision-makers.
- Coalition Building: Aligning diverse organizations (NGOs, Corporates, Unions) to speak with a single voice on a policy issue.



Public Relations Services

9. Niche/Specialized PR Counsel

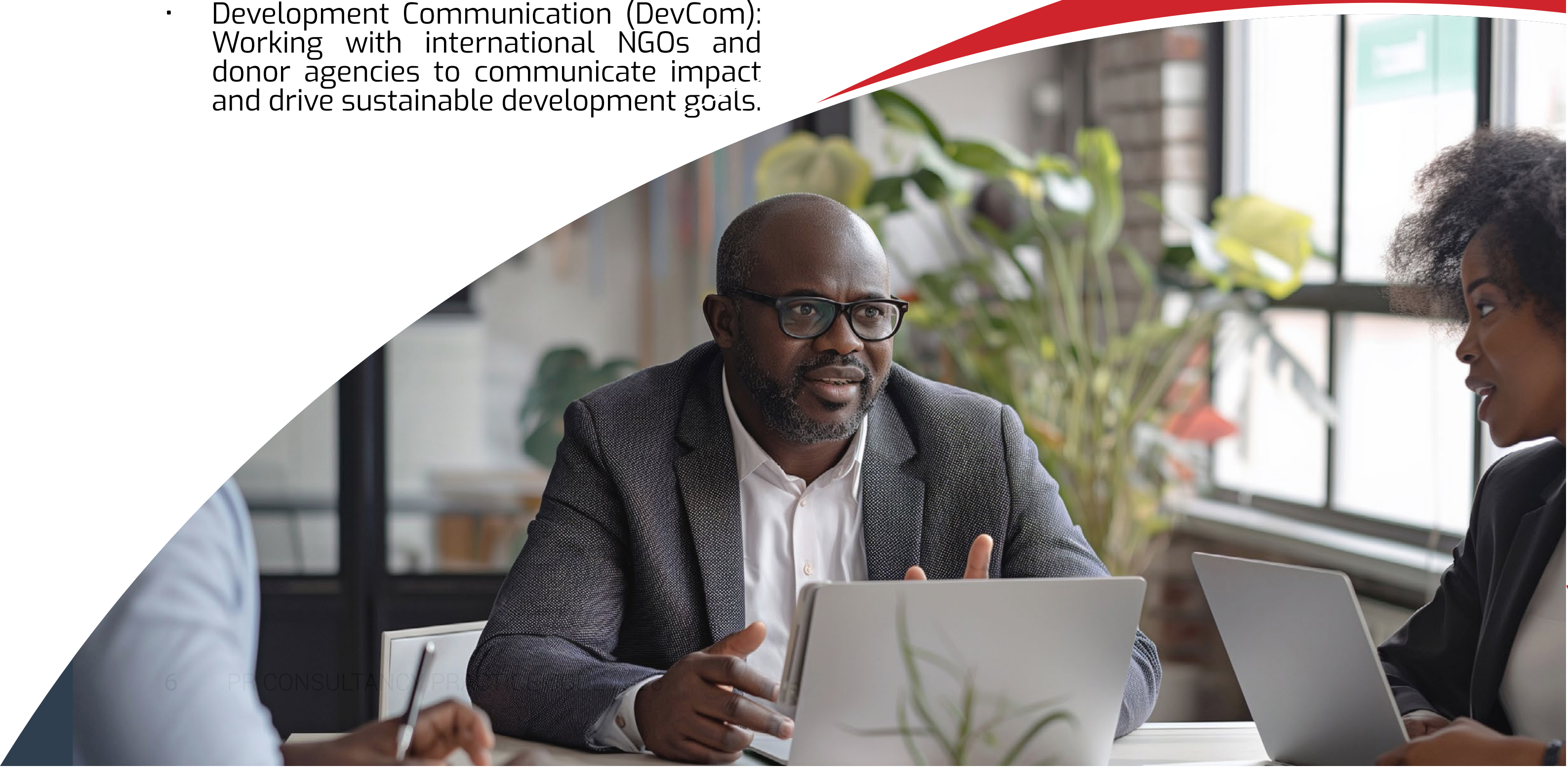
- Financial PR (M&A): Managing communications during mergers, acquisitions, and IPOs.
- Tech & Innovation PR: Explaining complex technical innovations to non-technical audiences. Bridging the "Trust Gap" for emerging technologies like AI, Blockchain, or new payment systems.
- Public Sector PR: Assisting government agencies in communicating policy and public service updates.
- Political Communication: Managing the reputation of candidates, parties, or government office-holders.
- Health & Pharmaceutical PR: Navigating the complex regulatory environment of drug launches and medical education (CME).
- Environmental & ESG PR: Managing the "Green Narrative" and ensuring sustainability claims are verified and not "Greenwashing."
- Measurement & Analytics: Proving the value rendered through data-backed impact reporting.

10. Social & Behavior Change Communication (SBCC)

- Public Health PR: Designing campaigns to drive specific actions (e.g., vaccination uptake, maternal health, or disease prevention).
- Social Norm Transformation: Shifting deep-seated cultural or social behaviors over time.
- Development Communication (DevCom): Working with international NGOs and donor agencies to communicate impact and drive sustainable development goals.

11. Change, Transition & Internal PR

- M&A Communication: Managing the narrative during mergers, acquisitions, or divestitures to prevent "talent flight" and market panic.
- Culture Transformation: Guiding employees through a shift in corporate values or leadership.
- Redundancy & Restructuring Comms: Managing the sensitive communication required during layoffs or office closures to protect the brand's "Social License."



2.0 The PR Consultancy Excellence Code

Overview:

The mission of this code is to ensure access to Public Relations Consulting services that meet global standards. International brands looking for Nigerian partners prioritize agencies that are regulated and ethically aligned.

Visibility within PRCAN should signal that a consultant or agency is part of a global, sophisticated elite of licensed practitioners. For members of the Public Relations Consultants Association of Nigeria (PRCAN), adherence to the Code of Practice is not merely a moral choice; it is a statutory requirement hinged on the regulator's Code of Professional Conduct, enriched with provisions that improve the business of PR consulting. The Service Charter included in this document is aimed at elevating PR Consulting standards in Nigeria to match those of top-tier management consultancies in other sectors.

The importance of both practicing and visibly demonstrating these ethics and guidelines can be categorized into four key pillars:

1. Statutory Compliance and Licensing

Under Decree No. 16 of 1990, the NIPR is the sole body empowered by law to regulate PR practice in Nigeria.

· Legal Right to Practice: Adherence ensures that a firm remains in good standing. A breach can lead to reprimand, suspension, or expulsion.

· Vicarious Liability: As established in the code below, agency principals are legally responsible for the conduct of their staff.

Agencies must put in place adherence protocols that provide the legal paper trail needed to prove professional diligence if a dispute reaches the Membership Disciplinary and Conflict Resolution Committee or the Consultancy Practise Standards Panel.

2. Building and Protecting Client Trust

PR consulting is a fiduciary relationship based on confidences received. Agencies must clearly name and implement protocols for managing competing interests to solve a major client fear: that their secrets will leak to a rival.

When an agency adheres to the Code, it justifies its fees. It moves the conversation from price to value, based on the complexity and specialized skills mandated by the Code.

Finally, visible ethics prevent over-promising and under-delivering, which is a leading cause of agency-client relationship breakdowns.

3. Safeguarding Intellectual Property (IP):

A visible commitment to ethics protects the agency's most valuable asset: its ideas.

a. By using a Standard Terms of Pitch, members signal to the market that their strategic frameworks are protected by professional byelaws. This prevents idea-shopping by clients and ensures the sustainability of the consulting ecosystem.

b. Strategy must be uniquely identified as a separate tangible IP product attracting commercial value.

4. Enhancing the Stature of the Profession:

The Code delivers access to services that meet global standards. International brands looking for Nigerian partners prioritize agencies that are regulated and ethically aligned.

3.0 Client Service Charter

The Public Relations Consultants Association of Nigeria (PRCAN) operates under the statutory umbrella of the NIPR. This Client Service Charter serves as a bridge that translates the high-level ethics of the NIPR Byelaw No. 1 of 1992, Code of Professional Conduct into an actionable framework and standards for PR consulting that build client trust, ensures service delivery and agency profitability.

3.1 PRCAN Client Service Charter & Ethical Framework

3.1.1 Professional Integrity and Fiduciary Duty

The relationship between a consultant and a client is built on mutual respect and the highest standards of practice.

- Honesty: Agencies have a positive duty to be honest and must not disseminate false or misleading information.
- Information Scrutiny: All information must be rigorously checked prior to dissemination to protect the client's reputation and the public interest.
- Regulatory Respect: Consultants will respect all statutory and regulatory codes relevant to the client's industry.

3.1.2 Value-Based Pricing, Financial Transparency and Integrity

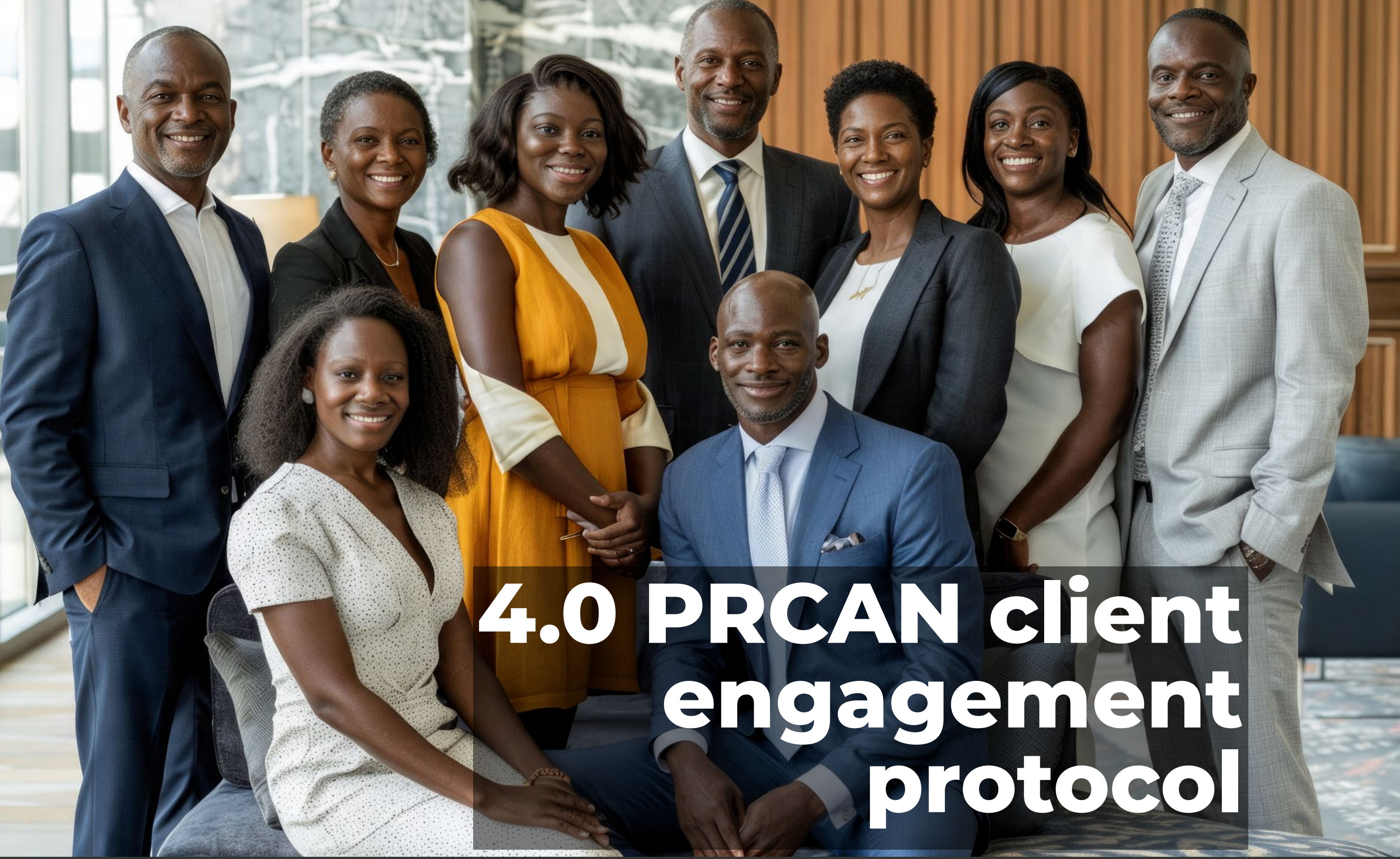
To ensure a sustainable ecosystem, PRCAN members adhere to fair and transparent financial models.
· Negotiated Remuneration: Fees are negotiated based on the complexity of the assignment, specialized skills required, and the scale of the project rather than just hours worked or percentages. Such additional fee types include advisory fees and complexity premiums. Strategies are intellectual property and are to be billed for.
· Proposal Protections: In line with professional standards, members shall apply a fee as prescribed by PRCAN when a client requests a proposal but does not retain the agency to execute it.
· Asset Protection: Members shall not misuse a client's business information for personal financial gain.
· Financial Integrity & Risk Mitigation: To provide maximum comfort to our clients and assurances in high financial value projects, PRCAN Member Agencies are encouraged to employ the institutional risk-mitigation instruments such as Professional Indemnity Insurance (PII) and Advance Payment Guarantees (APG), when necessary.

3.1.3 Strategic Counsel and Objectivity
A consultant's value lies in independent, objective advice that serves the client's immediate and long-term interests.
· Independence: Members will not serve a client under conditions that impair their objectivity or integrity.
· Conflict Management: Agencies will not represent conflicting interests but may represent competing interests provided there is express permission of client.
· Promissory Realism: To maintain professional esteem, consultants shall not make unreasonable or fictional results that are beyond their control.

3.1.4 Confidentiality and Data Security
In a modern consulting environment, safeguarding information is a primary obligation. Agencies must be obedient and strictly adhere to their contractual engagements.

Disclosure of confidential information is prohibited unless the client gives specific permission or if ordered by a Court of Law.

3.1.5 Enforcement & Adjudication
(i) Any breach of this framework within a consultancy context must be reported in writing.
(ii) Complaints submitted shall be responded to within 10 (ten) business days failing which the complainant shall be further escalate to the PRCAN and if no action is taken, complainant may then explore other alternative dispute resolution mechanisms.
(iii) Penalties for failing to meet these standards include reprimand, suspension, or recommendation to the Consultancy Practice Standards Panel for adjudication.



4.0 PRCAN client engagement protocol

To protect the intellectual property (IP) and commercial interests of PRCAN members during competitive bidding processes and during service implementation, this protocol operationalizes the NIPR Code of Professional Conduct Byelaw No 1 of 1992 regarding fees, pitching and professional reputation.

4.1 Intellectual Property (IP)

The most critical protection for a consultant is the recognition that strategic ideas have intrinsic financial value.
· Retention of Ownership: All strategic concepts, creative designs, and campaign frameworks presented during a pitch remain the sole property of the agency unless the client formally retains the agency for execution.
· The Right to Charge: In accordance with the Byelaw quoted above, members are expected to charge fees when a client calls for proposals but does not eventually retain the member to execute that proposal.
· Protection Against Idea-Shopping: Members must ensure clients are aware that circulating or using pitch contents without appointment is a breach of professional courtesy and potentially actionable under the “fair and honest dealing” clause.

4.2 Pitch fees

Towards the engagement of PRCAN-member firms, the following provisions shall apply:

i. A client may invite one or more PRCAN members to pitch for any or all of its Public Relations and Communications business provided that the each of the firms so invited shall be entitled to a Pitch Fee of:

a. N500,000 (Five hundred thousand Naira) only for national brands
b. N1,000,000 (One million naira) only for multi-national brands

ii. Credentials Presentation shall however be free as it provides a reasonable ground for the prospective client to be able to make a fair judgement of capability leading to formal invitation.

iii. This Pitch Fee shall apply to Request for Proposals (RFPs) for Creative Briefs, Project Execution Briefs, Advisory Briefs and Tactical Execution Briefs.

iv. Except for cases where agency is already engaged on a retainer with the client, no term or condition by a party or all the parties in an agreement shall constitute a waiver for the standard Pitch Fee set for the industry by this code.

v. No part of an original creative idea or a proposal submitted during a pitch may be used, modified or reproduced and executed by the prospective client without the express permission of the party which presented the idea or proposal during the pitch process except on commercial terms agreed to by the parties.

vi. The pitch process shall not exceed 90 days. Clients shall endeavor to commence the process and reach a determination on the winning pitch within this time frame. Pitch invitations must therefore include concrete request start and end dates. At the end of the evaluation window, invited agencies shall have authorisation to submit invoices for their applicable pitch fees as contained in 4.2.i above.

vii. The Public Relations Consultants Association of Nigeria (PRCAN) shall work with regulators and relevant agencies of government to ensure compliance by companies engaging the services of its members.

4.3 Payment terms/cycle

For projects executed in full or part as may be agreed by parties, the following shall apply:

i. Every payment for a service rendered by a PRCAN-member firm shall be made within a 30-day payment circle from the date of the invoice except agreed otherwise by both parties. Where invoice is received and reconciliation regarding project deliverables concluded by parties and payment is not made within the 30 days limit set, applicable interest shall accrue at the prevailing interest rate set by the Central Bank of Nigeria (CBN).

ii. Client is to fully fund third-party expenses in advance of production and execution, and member agencies are to provide payment bonds to cover same. Where both parties mutually agree to waive this provision, it should be backed by a written agreement or contained as a special clause in the contract, spelling the alternative terms. This provision does not cover agencies' management and technical fees.

iii. Where payment is received from a contracted client by an agency, the said agency shall make reasonable efforts to settle all outstanding third party and vendor invoices within five (5) working days.

4.4 PRCAN value-based remuneration model

To ensure PRCAN members move away from the commodity trap of flat-fee billing, we have mapped our specialized services to a Value-Based Remuneration Model. This model links the agency's price to the risk mitigated, the specialized skill deployed, and the commercial impact on the client's enterprise value.

Value-Based Remuneration Matrix for PR Services
This matrix categorizes services into four tiers, providing a logic for how members can determine their fees.

SERVICE TIER	SERVICE EXAMPLES	PRICING LOGIC (THE VALUE)	REMUNUERATION MODEL
Tier 1: Strategic Counsel (High Value)	Crisis Mgmt, Litigation PR, M&A Advisory, Gov Relations/ Public Affairs, Change Comms	Risk Mitigation: Protecting billions in market cap or avoiding regulatory shutdown.	High Retainer + Success/ Complexity Premium.
Tier 2: Specialized Implementation	Stakeholder Engagement, Media Training, Executive coaching	Specialized Skill: Access to high-level networks and technical narrative building.	Project-Based Fee (Milestone-linked).
Tier 3: Narrative & Content	Media Relations, Thought Leadership, Digital Strategy.	Market Presence: Building earned media credibility which is more valuable than ads.	Monthly Retainer/ Project-Based Fee (Milestone-linked).
Tier 4: Tactical & Experiential	Event Management, Press Release Distribution, Social Media.	Operational Efficiency: Flawless execution and vendor transparency.	Management Fee (% of Budget) or Fixed Tactical Fee.

4.5 Standard Terms of Pitch & Intellectual Property Notice

This template is designed for PRCAN members to insert into the beginning of their pitch presentations. It leverages the statutory authority of the PRCAN Byelaw to protect agency intellectual property and ensure ethical engagement.

1. Statutory Framework

This proposal is submitted by a member of the Public Relations Consultants Association of Nigeria (PRCAN). As such, both the Agency and the Client are guided by the PRCAN Practice Code covered under NIPR Bye Law No. 3 "Public Relations Consultancy Practice", 2026.

2. Ownership of Intellectual Property (IP)

· All strategic frameworks, creative concepts, and campaign originalities contained herein remain the exclusive property of the Agency.
· In accordance with professional standards, credit must be given for all ideas and words borrowed from this document.
· Unauthorized use, circulation, or disclosure of these contents without the express written consent of the Agency is strictly prohibited.

3. Negotiation of Fees

· The Agency reserves the right to charge fees where a client calls for proposals for an assignment but the Member is not retained to execute said proposal.
· Remuneration for the final engagement will be negotiated as a fair reflection of the work's complexity, the specialized skills required, and the degree of responsibility involved.

5.0 Inter-Agency Collaboration

PRCAN encourages member agencies to collaborate and cooperate on client projects, where possible, in the interest of the client.
Where this is the case, members are encouraged to collaborate and operate with the highest levels of professionalism. It shall be the duty of members to ensure that no member is undermined by the same client.

6.0 Letter of Commitment to Ethical Practice

This Letter of Commitment is designed to be printed on agency letterhead and signed by the Managing Director or CEO. It serves as a visible pledge to clients and stakeholders that the agency operates under the statutory authority of the PRCAN Byelaw.

LETTER OF COMMITMENT TO ETHICAL PRACTICE

To Our Valued Clients, Partners, and the Public.

As a member of the Public Relations Consultants Association of Nigeria (PRCAN), [Consultant name] operates under the legal framework of Byelaw 3 "Public Relations Consultancy Practice" of 2026. We recognize that professionalism is our watchword, and we are bound by a positive duty to observe the highest standards in the practice of Public Relations.

We hereby formally pledge our commitment to the following ethical pillars:

1. Integrity and Fair Dealing
We commit to dealing fairly and honestly with our clients (past and present), fellow professionals, and the public. We shall not conduct ourselves in any manner detrimental to the reputation or the interest of the public relations profession.

2. Respect for Honesty and Public Interest
Our professional activities are conducted with proper regard for the public interest. We have a positive duty at all times to be honest and will not disseminate false or misleading information knowingly or recklessly. We take proper care to check all information prior to its dissemination.

3. Safeguarding Confidences
We shall safeguard the confidence of both present and former employers or clients. We pledge not to disclose or use these confidences to the disadvantage of our clients or for our own financial advantage unless required by a Court of Law.

4. Objectivity and Independence
We will not serve a client under terms or conditions that might impair our independence, objectivity, or integrity. While we may represent competing interests with the express consent of all parties, we shall not represent conflicting interests.

5. Professional Accountability
We adhere to the highest standards of accuracy, avoiding extravagant claims and giving credit for ideas borrowed from others. We accept vicarious liability for our staff, ensuring they are aware of and observe this Code.

This commitment is final and binding. In the event of any dispute, we submit to the internal machinery of the PRCAN.

Signed,

Managing Director / CEO

Definition of terms

Client & Project Strategy

• Full Brief: A client requiring a comprehensive service that covers the entire strategic scope of a brand or a major long-term project. It includes developing strategies and implementing them on a long term basis.

• Tactical Brief: A client requiring a narrow, execution-focused document for a specific, short-term task, a single execution or campaign (e.g., "Create a 30-second radio spot for the Easter promotion"). It skips the broad brand history and focuses on immediate deliverables, deadlines, and technical specs. It assumes the agency already understands the brand strategy and focuses purely on the "who, what, when, and where" of a particular deliverable.

Supply Chain & Procurement

• Supplier: In PR and Communications Management, a supplier is an entity that provides the fundamental elements needed to create a campaign. These are often B2B partners who supply inputs.

o Examples: Commercial photographers, voice-over artists, printing presses, film production houses, or specialized illustrators.
o Key trait: They provide the raw creative assets that the agency or client then assembles into a final message.

• Vendor (Platform/Distribution): A vendor is an entity that provides a finished platform or channel for the message to live on. They are often resellers of space or standardized service providers.
o Examples: Media houses (TV/Radio stations), Billboard owners (OOH), Google/Meta (Ad space), or SaaS platforms (Email marketing software).
o Key trait: They sell "off-the-shelf" access or ready-to-use distribution services.

• Third Party: Any external partner involved in the campaign who is not the Client or the Lead Agency. This is a "catch-all" term used in contracts to cover everything from a freelance copywriter to an independent research firm.

Pitching & Selection

• Pitch: A competitive presentation where an agency, following a formal invitation, presents its creative ideas, strategic plans, and team credentials to a potential client to win a specific contract or become the agency of record.
• Pitch Rejection Fee: A symbolic payment made by a client to unsuccessful agencies at the end of a pitch process. It is mostly intended to acknowledge the intellectual property shared and may sometimes be considered as partially offsetting the high out-of-pocket costs (research, design, travel) the agency incurred while preparing the proposal.

Financial Models

• Retainer: A contractual agreement where a client pays a fixed, recurring fee (usually monthly) to secure a set amount of an agency's time, expertise, or specific deliverables. This provides the client with guaranteed priority and moves the relationship from project-by-project billing to a steady partnership.

• Advisory Fee: A retainer that covers the maintenance of stakeholder relationships and sentiment monitoring.

• Project-based Management fee: A 15-20% fee chargeable on third-party costs in projects as remuneration for professional supervision and management of execution.

• Complexity Premium: Costing for engagements involving high-conflict zones or complex disputes (eg land/regulatory), attracting an adjusted fee to reflect the specialized skills and risks involved.

• Reimbursables: All costs associated with special deliverables such as conduct of town halls, logistics etc.

PR CONSULTANCY
PRACTICE CODE 2026

COMMENCEMENT DIRECTIVE

ISSUED PURSUANT TO PART 111(9)(10)(X) OF THE PRCAN BYELAW NO.3 OF 1993 (AS AMENDED IN 2026) ON THE ACCREDITATION, CERTIFICATION AND REGULATION OF PUBLIC RELATIONS CONSULTANCY PRACTICE IN NIGERIA

To: All Accredited Member Agencies, Principal Officers, Client Organizations, and Public Relations Consultants Domiciled in the Federal Republic of Nigeria

WHEREAS:

1. The Governing Council of the Nigerian Institute of Public Relations (NIPR), pursuant to section 17 of the NIPR Act (Cap N114, Laws of the Federation of Nigeria, 2004), mandated the Executive Committee of the Public Relations Consultants Association of Nigeria (PRCAN) under Terms of Reference TOR 3 and TOR 5 (dated June 5, 2025) to establish a standard regulatory pitch process and design a fit-for-purpose framework peculiar to the public relations consultancy industry;

2. The PRCAN Practice Code 2026 serves as an operationalizing instrument under NIPR Bye-Law No. 3 of 1993 (as amended in 2026), supervised by the Consultancy Practice Standards Panel (CPSP) to enforce ethical adherence, intellectual property protection, value-based remuneration, and structured pitch protocols; and

3. The Executive Committee of PRCAN formally reviewed and unanimously adopted the Public Relations Consultancy Practice Code 2026 on September 11, 2026.

NOW THEREFORE, IT IS HEREBY DIRECTED AS FOLLOWS:

1. Effective Date of Commencement
The Public Relations Consultancy Practice Code 2026 formally enters into force across the Federal Republic of Nigeria effective September 11, 2026. All consultancy engagements, competitive pitch invitations, RFP issuances, and professional agency operations initiated on or after this date shall strictly comply with the provisions of the Code.

2. Review and Revision of Code
The Executive Committee of PRCAN, in consultation with the Consultancy Practice Standards Panel (CPSP) reserves the right to periodically review, amend, or adjust the operational provisions, fee schedules, and compliance metrics contained within this Code to reflect evolving industry dynamics and market realities. Any formal revision shall be published via an official addendum and communicated to member agencies and industry stakeholders.

GIVEN UNDER OUR HANDS AND THE COMMON SEAL OF THE PUBLIC RELATIONS CONSULTANTS ASSOCIATION OF NIGERIA (PRCAN) THIS 12TH DAY OF SEPTEMBER, 2026.

Nkechi Ali-Balogun, PhD, FNIPR
Chairman/CEO
PRCAN

Chief Adetokunbo Modupe, MNIPR
Vice Chairman
PRCAN

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