

The Fellowship Nomination Process

Proposers complete the Fellowship nomination form on behalf of the nominee by providing a statement of experience and commitment to the profession including leadership. It is required to include strong evidence of at least **five** of the following statements listed below under **each** category:-

CIPR experience and commitment:

- ✓ Length of CIPR membership
- ✓ Leadership, engagement and support of CIPR events and networks (sector and regional groups)
- ✓ Engagement in topical issues and raising the profile of the CIPR's involvement and contribution to these
- ✓ Facilitating the CIPR objectives to raise professional standards by the promotion of the profession to younger practitioners/graduates
- ✓ Encouraging staff to take up CIPR membership and become involved with CIPR committees, activities, events, awards and professional development offerings
- ✓ Judging the quality of submissions (CIPR Excellence and Pride awards or experience as an examiner assessing undergraduate/postgraduate assignments in the discipline of PR)
- ✓ Speaking at CIPR events to further professionalism and highlighting the importance of best practice and sharing best practice
- ✓ Promoting the CIPR Code of Conduct and ensuring best practice in the context of business ethics
- ✓ Creating employment opportunities in public relations, in line with best employment practice and the CIPR's guidance on Internships

Leadership of, and commitment to the profession:

- ✓ Strategic business advice and guidance through an advisory role (panels, committees, councils or boards across the industry or academia)
- ✓ Noteworthy career appointments (i.e. operating at director level of major national/international organisations)
- ✓ Awards and recognition (i.e. top 100 corporate communicators, CIPR Excellence, CIPR PRide)
- ✓ Highly specialised knowledge in one or more areas of PR
- ✓ Advising businesses on good governance, regulation, policy and quality and standards

- ✓ Enhancing the reputation of public relations through commitment to excellence
- ✓ Effectively and positively influencing political and constitutional proposals that affect the profession
- ✓ Lead by example, share best practice and demonstrate innovation through reflective and critical analysis of practice
- ✓ Inspire, motivate and mentor young members of the profession or those who are new to the profession
- ✓ Publish research findings, analysis and conclusions in academic journals (e.g. Public Relations Review, Journal of communication management, Journal of Public Affairs)