

Benefits of Belonging

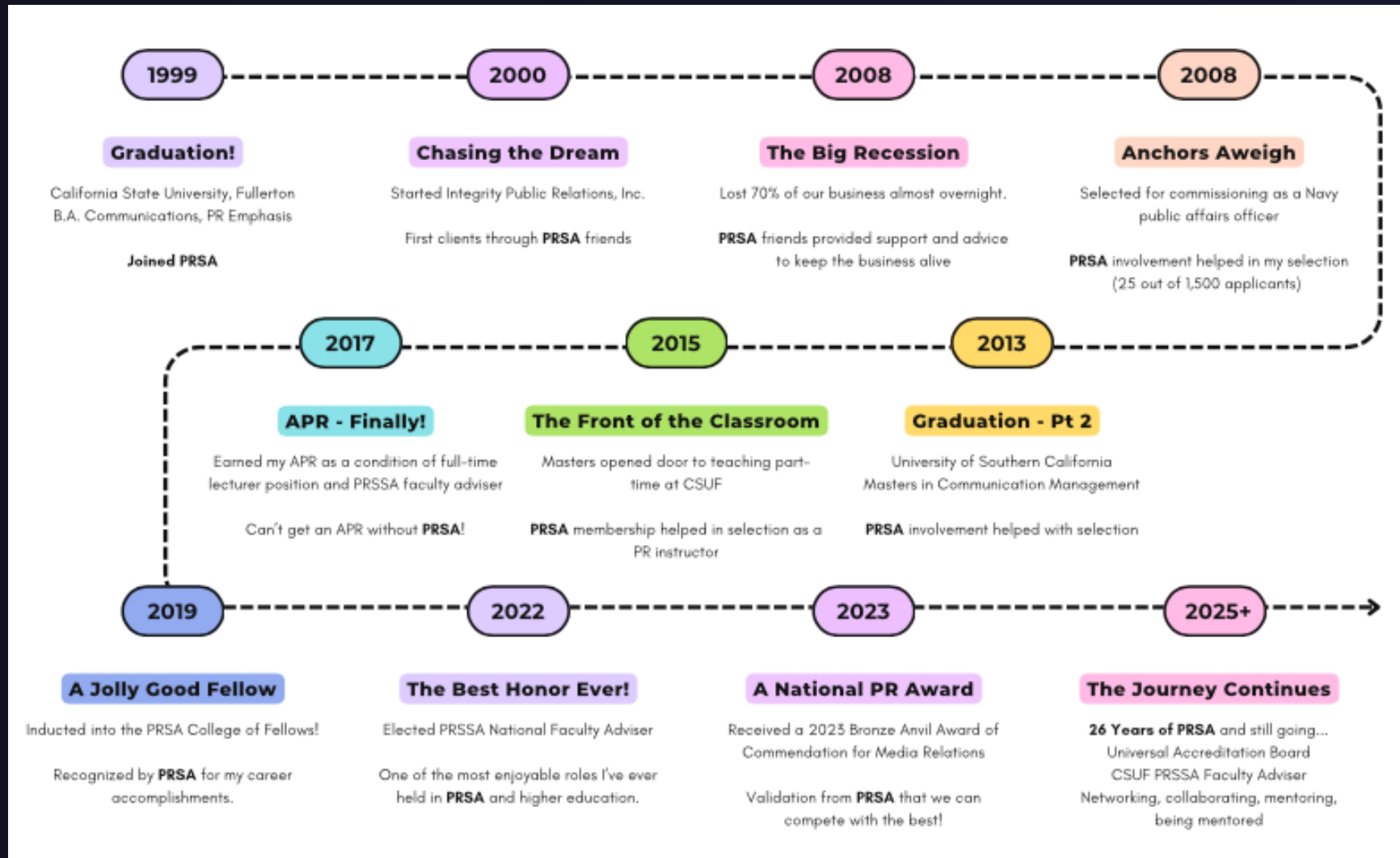
Katie Thomas, APR

National Professional Adviser

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National Faculty Adviser

Ken's Career – PRSA Every Step of the Way!



Katie's Journey... All With the Help of PRSA!



PRSSA Early 2000s



**SHARE THIS
WITH YOUR
MEMBERS!**

- PRSSA is NOT a college club – we are a pre-professional organization for students interested in pursuing careers in communications and/or public relations.

From PRSSA Leader to PRSA Leader



Ava Kendrena
CSUF Class of 2024

PRSSA National Committee – VP of
Member Services
CSUF PRSSA – VP of Administration
PRSA Orange County – Social
Media Co-Chair



**SHARE THIS
WITH YOUR
MEMBERS!**

- Joining PRSA after you graduate is your first step to success for careers in communications and public relations.
- As a PRSSA member, you get an extreme discount on joining PRSA and continuing your benefits - just \$67 a year! You'll be connected to more than 20,000 professionals to learn from and build relationships.

Professional Interest Sections...



With so Many Options!



Association/Nonprofit
Public relations and communications professionals who work with nonprofits and associations.



Banking and Finance
Communication and public relations professionals who serve all types of financial institutions.



Corporate Communications
Public relations and communication practitioners who are responsible for external communications and serve as the voice of their organization.



Counselors Academy
Connecting senior public relations leaders of established larger firms to independent practitioners.



Counselors to Higher Education
A community of senior-level communications leaders and aspiring leaders who serve higher education institutions.



Educators Academy
College and university educators playing a vital role in educating the next generation of public relations and communication practitioners.



Employee Communications
The Employee Communications Section is made up of 500+ industry professionals specializing in the field of internal communications.



Entertainment and Sports
Communication and public relations professionals who work in the high-profile worlds of sports and entertainment.



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Health Academy
Public relations and communication professionals who serve the health care industry.



Independent Practitioners Alliance
Small business owners and freelance public relations and communication practitioners trade strategies and support.



New Professionals
Public relations and communication professionals who are new to the profession, having less than five years of experience.



Public Affairs and Government
Practitioners who serve all levels of government and branches of the military, as well as those who communicate with audiences on public policy or public safety issues.



Technology
Communicators who perform public relations or marketing activities for a broad range of technology companies, organizations and educational institutions.



Travel and Tourism
Providing the tips, tactics and connectivity needed to take travel, tourism and hospitality professionals to the next level in their careers.

Free one-year membership to New Professionals when you transition from PRSSA!

**SHARE THIS
WITH YOUR
MEMBERS!**

- PRSA Professional Interest Sections allow you to connect and learn from professionals who can provide insights and share strategies in your area(s) of interest.
- Joining PRSA Professional Interest Sections can help you advance your career and network with seasoned practitioners working in your fields of interest.
- Access to Professional Interest Sections is only available as a member of PRSA.
- Students who transition as Associate Members receive a free one-year membership to the New Professionals Section.

Resources to Help Throughout Your Career



Networking Opportunities

- Attend [ICON 2024](#) to engage with public relations and communication professionals and students
- Access contact info for colleagues in our [searchable database](#) exclusively for PRSA members
- Ask questions, exchange ideas, get inspiration and share useful resources with fellow PRSA members in our [private online community](#)



Professional Development

- Get access to unlimited [FREE webinars](#) covering a wide range of topics, available both live and on-demand.
- Take advantage of discounts on various [educational programs and events](#)
- Connect in your hometown at [Chapter and District events](#)
- Attend [Professional Interest Section](#) conferences for training and networking dedicated to your PR specialty



Publications

- Read [Strategies & Tactics](#), PRSA's monthly newspaper, for how-to articles, career advice and PR trends
- Receive [Issues & Trends](#), a daily email, sent to your inbox every morning with the latest headlines, updates and relevant industry information
- Find more professional development opportunities and thought leadership on the [PRsay blog](#)

**SHARE THIS
WITH YOUR
MEMBERS!**

- PRSA can provide a variety of resources, connections and benefits that will help you throughout your career. Access to those benefits starts today through your membership in PRSSA.
- Your local Chapter is also a great resource for professional development, leadership and networking opportunities.

How PRSA Has Impacted Ken's Career



Mentorship



Friendships



Fulfillment



**Three AMAZING
(Simultaneous)
Careers!**

How PRSA Has Impacted Katie's Career



Mentors locally and nationally



Professional development – locally and nationally



Leadership opportunities – locally and nationally

How You Can Help!

- Share these talking points with your Chapter.
- Include them in Chapter communication and social media.
- Contact us to speak your Chapter about the benefits of PRSA or provide content for you!
- Use your PRSA Professional Adviser as a resource to share the benefits of joining.

Questions?

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