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PROI Appoints New Vice-Presidents at Helsinki Annual Meeting

HELSINKI: Public Relations Organisation International, Inc. (PROI), the world's leading partnership of independent public relations consultancies, has appointed two new Vice-Presidents, re-elected one of its Vice-Presidents and re-appointed its Global Development Group Chair according to PROI President Bob Frause, Chairman of US based Frause.

Elected at PROI's Annual Meeting in Helsinki were Michaela Benedigova, Vice-President, PROI (EMEA Region) and Neil Green as Vice-President (APAC Region). Concurrently Jean Leopold Schuybroek was elected Chair of PROI's Global Development Group while Rachel McCallister was re-elected as Vice-President for The Americas Region.

Michaela Benedigova is the Managing Director of Seesame, PROI's Partner office in Bratislava, Slovakia while Neil Green is Managing Partner of Senate/SHJ with multiple offices in New Zealand and Australia. Rachel McCallister is Chairman of MPRM in Los Angeles, one of California's major independent public relations agencies.

Jean Leopold Schuybroek, a past-President of PROI, is Executive Chairman of Brussels based Interel as well as President of the International Communications Consultancy Organisation (ICCO). He will continue to spearhead global development for PROI as Chairman of a multi-member Global Development Team.

Other directors representing PROI's Partners on PROI's Management Board are Ciro Reis, President of Imagem Corporativa, one of Brazil's major communications agencies based in Sao Paulo and with additional offices in Rio de Janeiro and Brasilia, Ana Margarida Ximenes, Country Manager for Inforpress, the largest public relations agency in Iberia with nine offices throughout Spain and Portugal and Richard Tsang, Chairman and Managing Director of the Strategic Public Relations Group with offices in China, Hong Kong and Taiwan.

About PROI

Public Relations Organisation International, Inc. was founded in Europe in 1970 and is the world's oldest and largest partnership of independently owned PR and marketing agencies by fee income. With more than 120 offices in 40 countries on six continents, PROI agencies are the leading independents in their markets from London, New York, Hong Kong, Frankfurt and Tokyo to Beijing, Brussels, Dubai, Mumbai, Paris and Sao Paolo.

PROI builds reputations and shapes opinions using customized programs which combine geographical and business practice expertise and a broad range of services to support clients whose needs stretch across borders and continents. PROI Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.

For more information about PROI visit www.proi.com