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PROI HELD ITS ANNUAL EMEA REGIONAL MEETING IN BUDAPEST

The world's largest PR partnership expands further in CEE

Budapest 17.10.2013. – **PROI Worldwide, the world's largest integrated communications partnership by fee income, held its EMEA (Europe, Middle-East, Africa) regional meeting in Budapest. Attended by PR agency owners and experts from over 30 European countries, the event was hosted by PROI Worldwide Hungary - Premier Communications. During the meeting, attendees discussed mainly HR topics and best practices while also focusing on the continued expansion of the partnership in the Ukraine, Romania, Bulgaria, Croatia and Slovenia.**

The global economic crisis represents multiple challenges for local and independent communications consultancies. Agencies have to adapt to the changing financial opportunities of their clients, be able to fulfill their clients increased demands for content driven across broader communications solutions while also having to foresee and develop their skills and offerings for the future as a result of the merging of corporate and marketing communications and the rise of digital communications channels and solutions.

With such strong changes taking place, only partnerships of agencies with the ability to attract, retain, motivate and educate young professionals can continue to grow. This is why the Annual EMEA Regional Meeting of European PROI agencies, held on the 17th and 18th of October in Budapest focused on such topics as organizational structure and management, compensation schemes and packages, motivation and talent acquisition and retention, as well as creativity support and management.

“Especially in the area of communications counsel, young professionals are the key to driving change within our business” said Jean-Leopold Schuybroek, Chairman of the Global and EMEA Region Development Group of PROI Worldwide and Vice-President of ICCO. “Sharing best practices and innovative human resources strategies is the utmost priority for a partnership whose more than 3,200 consultants offer expertise and advice to over 4.400 clients worldwide in order to benefit their clients”.

The example of PROI Worldwide Hungary's Premier Communications clearly shows the bottom line benefit of the partnership and its harmonized approach to human resources. Premier is one of the newest partners of PROI, joining the partnership in November, 2012. In the short time PROI has had an office in Hungary through Premier the agency has successfully provided communications services for its client the Alstom Group not only in Hungary but also coordinating the work of PROI Worldwide partner agencies in Austria, the Czech Republic, Slovakia and, through an associate agency, in Romania. At the same time, the Hungarian PROI Worldwide partner has implemented standardized, high level communications campaigns and projects for Gazprom, Bridgestone and several EU Directorates, initiated by its Russian and Belgian PROI partner agencies.

“Shared knowledge and selective growth are what really makes the PROI partnership strong and fast growing. Instead of organically expanding the partnership, PROI adds on local agencies with various skills and specializations, making its global expertise diverse and versatile” said Attila Piskóti, Managing Director of PROI Worldwide Hungary - Premier Communications.

Besides synergies in HR strategies, the EMEA Regional Meeting of PROI was focused on expanding and growing business opportunities within the CEE, as part of its expansion and growth strategy.

The rapid expansion of the partnership is demonstrated by the fact that since its Hungarian partner, Premier Communications, became a partner in 2012, another eight agencies in five markets have been added to the worldwide partnership. This reflects why PROI Worldwide is the market leader, the world's largest public relations partnership by fee income and one of the world's five largest global communications companies, according to the world's leading industry rating service.

"We continue to aggressively expand. We plan to add new agencies in the Ukraine, Romania, Bulgaria, Croatia and Slovenia", said Bob Frause, Global Chairman of PROI Worldwide.

Represented by 64 leading independent integrated communications partner companies and more than 3.200 consultants, PROI Worldwide is represented in 50 countries, with more than 100 offices servicing over 4.400 clients. Founded 43 years ago, PROI Worldwide's combined fee turnover exceeds US\$425 million

Background information

About PROI Worldwide

PROI Worldwide 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 100 offices in 50 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, and Sao Paolo. PROI Worldwide 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 Worldwide 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.

About PROI Worldwide Hungary-Premier Communications

PROI Worldwide Hungary - Premier Communications, established in 2000 is one of the leading independent Public Relations and Public Affairs consultancies in Hungary, providing full services communications solutions to its clients. The service centers of the agency offer integrated services to both corporate and non-profit clients. Effectiveness of our services is guaranteed through integrated communication solutions based on project modules. These solutions are implemented embedded into targeted and result-oriented communication strategies. The clientele of Premier Communications includes the Hungarian subsidiaries of international corporations using communication as a strategic tool, as well as Hungarian enterprises and non-profit organizations. Premier currently serves such clients as the Alstom Group, Tetra Pak, Knauf Insulation, Gazprom, CEVA Logistics, the Beverage Carton Alliance and Hungarian Product Grand Prize. The agency's list of reference however includes Beverage Can Makers Europe, Bridgestone Europe, British Airways, British Tourism Authority, Cosmopolitan Cosmetics Ltd., Czipin & Partners Consulting Ltd., Cyprus Tourism Organisation, Danone Dairy Product Manufacturing and Trading Ltd., FedEx Express, HARTMANN-Rico Hungary Ltd., Japanese Tobacco International, Johnson & Johnson Ltd., LeasePlan Hungary Plc., ÖKO-Pannon Hungary, OMV Hungary Ltd., Pepsi Co Plc., Richter Gedeon Pharmaceutical Plc., Templeton Prize, Varga Winery, VisitBritain.