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PROI Worldwide Welcomes Casablanca-based PR Media

Public Relations Consultancy Expands North African Presence of Global Network

Chicago: PR Media, headquartered in Casablanca, Morocco, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 90 partners in 65 countries. The public relations consultancy was established in 2004, and it also operates offices in Algeria and Tunisia.

“Joining PROI Worldwide helps us advance our strategic objectives and growth aspirations as PR Media continues to transform from a traditional PR agency model to a one-stop communications consultancy serving clients in Africa, Europe and the Middle East,” said Fatima Zohra Outaghani, CEO, PR Media. “We are eager to expand our global reach through collaboration and knowledge sharing with the vast PROI network, and to provide our professionals with access to continuous learning opportunities.”

Angela Scaffidi, Global Chair of PROI Worldwide and managing partner of Senate SHJ stated, “PR Media is a dynamic, North African communications agency that brings deep expertise in corporate communications, public affairs, crisis and issues management, and much more. We are excited to add one of the leading communications consultancies in Africa to our partnership.”

PR Media supports clients across consumer, B2B, corporate, government, healthcare, technology, tourism, and other sectors. With 30 full-time professionals, the agency covers the entire influence value chain, from speaker training to content creation, including media relations, advertising, digital production, social media, lobbying and events, with key services in crisis communications training and simulation as well as artificial intelligence content development.

PROI Worldwide encompasses 90 PR and communications businesses in 165 cities and 65 countries. Scaffidi said that individually they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.1 billion in annual revenue and over 9,100 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About PR Media

[PR Media](#) is a leading North African public relations and public affairs consultancy headquartered in Casablanca, Morocco, with operations in Algeria and Tunisia. It serves organizations across the region and creates locally relevant content to help build clients' brands. PR Media has earned numerous industry accolades, including two SABRE Awards for Best PR Actions in North Africa; five Les Impériales Awards (including 2023 Best Agency of the Year); and a Crystal Award for Best Digital Campaign. The firm was also recognized as the first certified ISO 9001 PR Agency in Africa following a rigorous certification process.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering for clients worldwide. PROI encompasses 90 partners with 9,100+ employees in more than 165 cities and 65 countries. With combined 2023 revenue of more than US\$1.108 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.