



GLOBAL INTELLIGENCE. LOCAL IMPACT.

**Dan Pender**  
CEO  
PR360  
[dan@pr360.ie](mailto:dan@pr360.ie)

**Allard W. van Veen**  
Global Managing Director  
PROI Worldwide  
[avv@proi.com](mailto:avv@proi.com)

**Clare Parsons**  
Global Chair  
PROI Worldwide  
[Clarep@lansons.com](mailto:Clarep@lansons.com)

PR360



### PROI WORLDWIDE ADDS DUBLIN-BASED COMMUNICATIONS AGENCY PR360 TO ITS GLOBAL FOOTPRINT

*PR360's "intelligent communications" offering helps clients to grasp the value of communications to effectively achieve business objectives using methods that can be measured in the client's bottom line.*

**NEW YORK:** Dublin-based communications agency PR360 is the newest addition to PROI Worldwide, the largest and leading global partnership of 75 independent communications agencies with more than 5,400 staff servicing 8,200+ clients and 2017 net fee income of US\$ 868+ million. PR360 will continue to expand PROI's global footprint of consultancies which, because they are independent, are recognized for their ability to be agile and passionate in working for their clients.

PR360 was established eight years ago by Founder and Managing Director, **Dan Pender**. Since then, the team has grown dramatically to include 25 experienced professionals across its corporate, public affairs and brand practices and in-house digital content studio. Today, the agency can offer a full suite of traditional and digital public relations services to its growing client portfolio.

"PR360 is an exceptional communications agency which, like our other PROI agencies, has seen significant growth opportunities by offering integrated services," says PROI Worldwide's Global Chairman **Clare Parsons**, Chair of London-based Lansons.

"The shift towards measurable, authentic, integrated and intelligent communications is a trend we've observed not just in Ireland, but globally," said Dan Pender. "As people seek authenticity in the brands and companies they support, the products they buy and the services they acquire, the role of communications is more important than ever."

"Today, in the best organisations, communications is a function that is fundamental at the C-suite and boardroom levels. That demands us as advisors to deliver strategic, commercial insights and outcomes. At PR360, we revel in producing results that have a real, demonstrable impact on the metrics that matter to decision makers."

PROI Worldwide's Global Chairman Parsons said PR360 has a huge opportunity to collaborate with likeminded PROI Worldwide independent agencies to deliver impactful campaigns for clients in other regions, as well as to

clients seeking a foothold in the important Irish market. Pender responded saying “We look forward to contributing to the global PROI partnership and learning more from our new international colleagues.”

“The most successful companies, organisations and politicians see the big picture: they take a long-term, integrated view of communications. They understand that words, like actions, matter. They embrace and explore new platforms and fully exploit and upend existing ones, internally and externally, to propagate their message,” added Pender.

**ENDS**

**About PR360**

PR360 is a leading communications agency based in Dublin, Ireland. PR360 delivers integrated, intelligent communications services to clients in the healthcare, aviation, finance, professional services, and technology sectors in Ireland and internationally.

**About PROI Worldwide**

[PROI Worldwide](#), the world’s largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 135 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 5th largest communications partnership in the world with more than 5,400 staff servicing 8,200+ clients worldwide and 2017 net fee income exceeding US\$ US\$ 868 million.