

## **The International Communications Consultancy Organisation: Benefits to Membership**

As the only global body that unites trade associations specific to public relations consultancies, the International Communications Consultancy Organisation is unique in its aims and in its offering. Some of the key benefits to membership are listed here.

### **For Trade Associations:**

- Membership to ICCO confers a badge of credibility and professionalism for the PR industry in the home country.
- Recognised ethical and management standards, endorsed across a large number of countries, are in place to be handed down to the association's member firms.
- ICCO meetings, events and other communication channels provide a forum for addressing industry issues as well as sharing knowledge and best practice with peers from around the world.
- The organisation serves as a vehicle for expressing opinions on key industry issues to the outside world with a unified voice.
- An established network of members lends support and guidance on operational and other association matters.
- Member associations represent a trusted network for exploring international activities.

### **For Member Firms:**

- Potential clients consult the ICCO member listing to locate high quality consultancies internationally, creating a channel for additional business opportunities.
- Endorsement of the ICCO codes offers a tangible demonstration to clients and employees alike of the firm's professional integrity and high ethical standards.
- Equally, a common understanding among member firms of acceptable business practice provides a trusted network for finding agency partners abroad.
- Membership offers exposure to leading industry thinkers and best practice methodologies via ICCO summits and communications.
- ICCO-affiliation also provides access to proprietary industry research and knowledge.
- The global organisation acts as a conduit for raising awareness and voicing opinions on key issues in public relations of concern to individual firms.
- Member firms are entitled to special services, discounts and other economic benefits from ICCO partners.