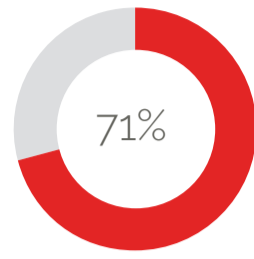
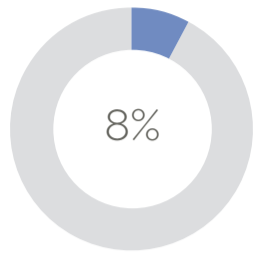
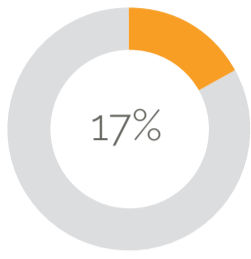
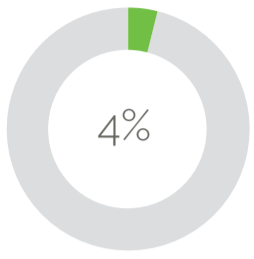




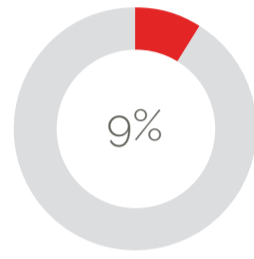
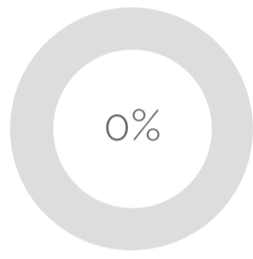
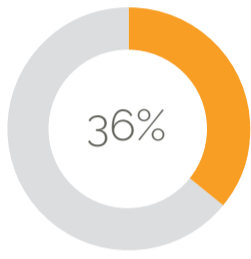
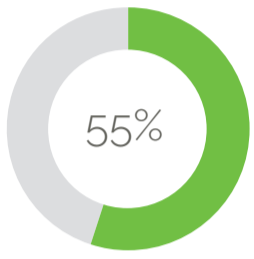
Is your market growing, shrinking or staying the same?



- It is growing at a phenomenal rate
- It is growing quite fast
- It is starting to shrink
- It is about the same as it was last year



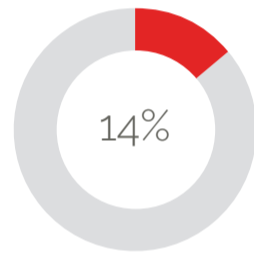
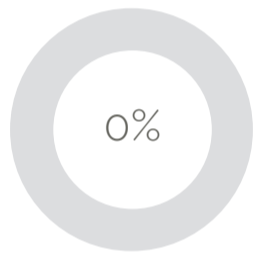
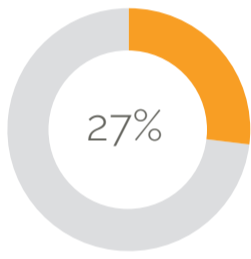
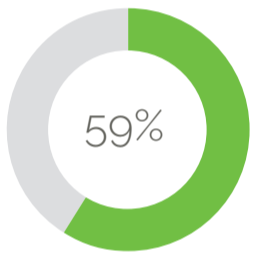
What are the key drivers for growth in your market?



- The rise of digital & social media and how it can be integrated into the PR mix
- Content generation on all levels
- Internal Communications & CSR
- None of the above



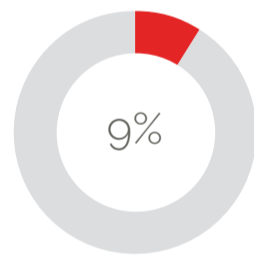
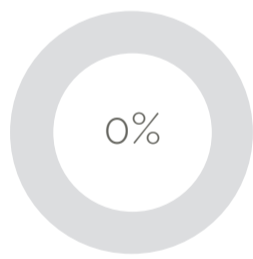
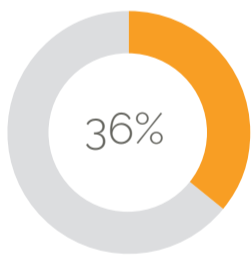
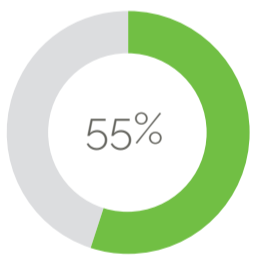
Are you actively training your members in developing their skills for the future?



- Yes we are - talent retention is key for our members business longevity
- We are beginning to
- We would like to but there is no demand for this
- None of the above



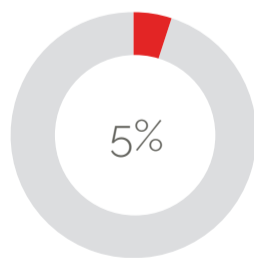
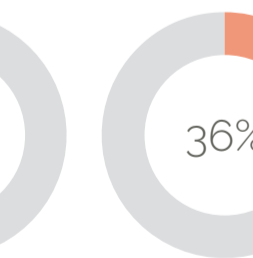
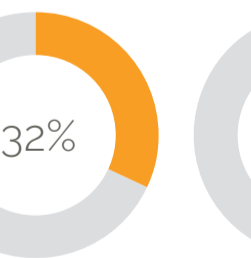
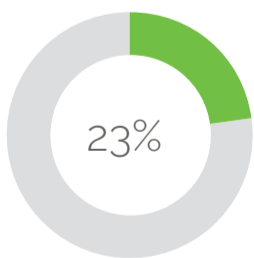
Do your members have the right levels of PR experience?



- Most of them do but a few need more training
- About half of them do
- Very few of them do and we're looking to help them improve their skills
- None of the above and here's the reason why



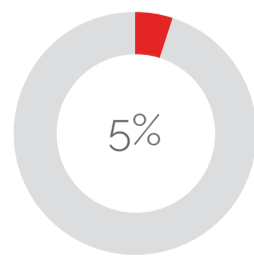
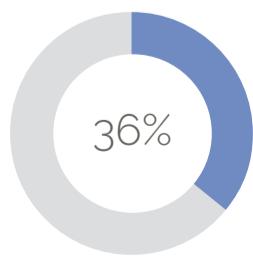
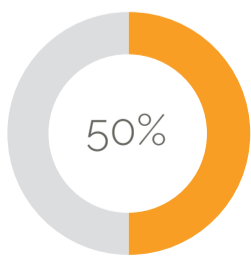
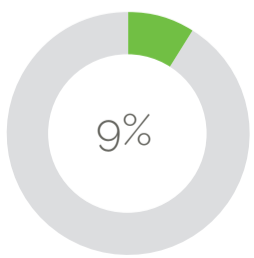
What are the biggest challenges facing your members today?



- General economic conditions
- Securing the right fee for the work undertaken
- Managing the relationship with Procurement
- A combination of the above
- None of the above



What is the biggest opportunity in your market right now?



- Organic growth driven by network relationships with international PR Agencies
- Expanding our digital and social media expertise
- Taking a brand building approach to PR campaigns and securing a larger budget
- None of the above