



Who we are

Founded in 1959 as "CERP Education & Research", in 2000 it turned to "EUPRERA" (European Public Relations Education and Research Association).

EUPRERA is an autonomous organisation that aims at stimulating and promoting innovative knowledge and practices of public relations education and research in Europe. EUPRERA cooperates with the most prominent PR associations, scientific journals and practitioners coming from different countries.

Members

The academic staff and researchers constitute the explicit public group of the association. However, it is equally essential for any practitioner who wants to keep informed about the most recent developments regarding fundamental and applied research and about the new trends in the educational field. Currently, nearly 500 members from 40 countries work together in several cross-national research and education projects.

What we do

Annual Congress – In order to circulate new methodologies and research results, EUPRERA organizes its Annual Congress, every year in cooperation with a renowned university in Europe. The congress usually takes place at the beginning of October from Thursday to Saturday. Also for non-members.

PhD Seminar – Taking place annually following the Annual Congress, its aim is to provide an international setting where doctoral students can present their ongoing work, get feedback from experts and peers and establish a valuable network for the future. Also for non-members.

Publications – Authors from our Annual Congress have the opportunity to see their papers published in the Journal of Communication Management or in the EUPRERA Congress Book, part of a series published by Emerald. Papers eligible for publication are selected by the scientific committee.

Projects – EUPRERA members are given the opportunity to propose research or education projects.

The main research project running from ten years is the European Communication Monitor (ECM), led by Ansgar Zerfass and organized in cooperation with EACD. With its affiliated surveys Latin American Communication Monitor (LCM) and Asia-Pacific Communication Monitor (APCM), it is the largest study in the field of strategic communication worldwide.

The main education project is the Master in European Public Relations (MARPE), led by Anne-Marie Cotton and launched in 1992. It's a pan-European education programme aiming to expand students' understanding of public relations and its practice in a EU context. It is innovative in its flexible structure, cross viewed content and pedagogical approach.

Networks – EUPRERA members can launch and take part in networks: groups of members working together under a thematic heading, with the purpose to generate research and collaborations in subfields of public relations. Current active networks:

- * Public Affairs and Lobbying
- * European Public Relations History Network, Tom Watson

Awards – The winners of EUPRERA awards not only promote themselves and their institutions but their work celebrates the excellence and innovation in learning and research that EUPRERA stands for. The awarding ceremony takes place yearly on the occasion of our Annual Congress and includes:

- * EUPRERA Best Paper Award
- * Emerald Professional Impact Award
- * EUPRERA PhD Award for Excellent Doctoral Thesis
- * EUPRERA Master Thesis Award for Excellence
- * EUPRERA Best Reviewer Award

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