



Top Ten Reasons to Seek Accreditation

The Canadian Public
Relations Society
La Société canadienne
des Relations publiques

1. **Accreditation improves career opportunities and advancement**
A scan of the career advertisements or the CPRS job postings will show you that membership in a professional association and accreditation are increasingly valued by HR folks and employers when seeking qualified PR people.
2. **Accreditation prepares you for greater on-the-job-responsibilities**
The accreditation process is a self-directed professional development activity that will broaden your knowledge of communications management and strategy and will stand you in good stead when pursuing increased responsibility and the satisfaction and remuneration that goes with it.
3. **Accreditation improves earnings potential**
 - North American studies of accredited communicators indicate some difference in earnings between those who are accredited and those who are not.
 - Of course this could also be because those who pursue accreditation are also successful in their careers.
4. **Accreditation demonstrates your commitment to the profession**
In a hiring situation, if all else is equal, accreditation may tip the scales in your favour because it demonstrates a high level of commitment and engagement with your career.
5. **Accreditation improves skills and knowledge**
 - As mentioned before, the accreditation process is a self-directed professional development activity that sets a pattern for continued development once accredited such as a marker or judge.
 - One recent candidate in Edmonton said receiving her accreditation was almost a bonus because she had gotten so much out of the study process.
6. **Accreditation reflects achievement**
Accreditation is not easy - but it is very rewarding. If you can take on the responsibility of achieving accreditation you can take on many tasks and be counted on to succeed.
7. **Accreditation builds self-esteem**
 - Whether you are mid-career or a senior practitioner, a professional designation helps to empower and to affirm and helps to remind you of your talent, skills and abilities.
 - Accreditation is all about being judged by your peers - a tough crowd but a rewarding accomplishment
8. **Accreditation enhances the professional image**
 - You can debate what constitutes a profession and indeed whether or not public relations is a profession.
 - What appears to be true is that the practice of PR is enhanced through things like a Code of Professional Standards, research, a body of knowledge and accreditation programs.
9. **Accreditation establishes professional credentials**
 - CA, CAPP, CMA, CIPS, CHRP - there are many other professions and occupations in the marketplace and work world today and the number is growing.

- Having APR behind your name doesn't make you a better person but it does signify you take your career seriously and that you've earned a place at the management table with the dominant coalition, as Grunig and Grunig would say.
10. **Accreditation offers greater professional recognition from peers**
- When I received my APR this spring a number of people, both inside and outside of PR and communications congratulated me and recognized this as an accomplishment - much the same as when you graduate from this program.
 - Being an APR comes with responsibilities to CPRS, to the PR profession and to the community but it also comes with professional recognition from peers and others.

"Completing my APR was about more than just recognition by my peers, although that was a great side benefit. Rather, it was an opportunity for me to look inside myself and become acutely aware of my own experiences. As well, going through the preparation process helped me cement my knowledge of the profession while learning about areas of the business I hadn't yet been exposed to. It is an achievement I am very proud of, and one that provides others with a degree of confidence in my skill set." Shawn Davis, Senior Advisor, Corporate Communications, Suncor Energy Inc.