



**Canadian Public Relations Society, Inc.
Application for Accreditation
Work Sample Overview**

Guidelines for Preparation

Please describe the project you intend to submit for the work sample component of your accreditation process.

Your one-page description, which may be in point form, must outline the scope of the project and your role in it, and contain at least the following information:

Scope:

- An overview of the project; and
- The organizational and PR goals the project was intended to serve and how these relate to the evaluation of your project.
- The approximate date of project completion

Your role:

- Your involvement in the decision to launch the project, or the point at which you became the lead PR practitioner for the project;
- A discussion of your role in the research, analysis, communication and evaluation related to the project
- Whether you worked alone, as team leader, or as a member of a team;
- What staff or consultant support was available for the project