

PRCA

NEW **PRCA** PARTNER



PRCA announces new Exclusive Broadcast Partnership with markettiers

The Public Relations and Communications Association (PRCA) has today announced a new strategic partnership with [markettiers](#) as its Exclusive Broadcast Partner.

The partnership marks a significant step in expanding the PRCA's offering to its members, aligning with markettiers' expertise in TV, radio, and podcasting. markettiers will now serve as the central point of contact for all member enquiries related to podcast production and specialist training in broadcast communications.

PRCA Interim CEO Sarah Waddington CBE said:

"We're thrilled to welcome markettiers as our Exclusive Broadcast Partner. Their commitment to innovation and excellence in broadcast communications aligns perfectly with our mission to advance standards across the PR and communications industry. This partnership will bring outstanding value to our members, providing them with access to market-leading expertise and resources."

markettiers' managing partners, Max Mitchell, Dan Stainsby and Alex Williamson said:

“We’re incredibly proud to become the PRCA's Exclusive Broadcast Partner. This collaboration is a testament to our shared commitment to promoting high standards across the ever-expanding broadcast communications landscape.

“By combining our deep expertise in broadcast media across TV, radio and podcasting with the PRCA's reach and influence, we're excited to empower members with new tools, insights, and training opportunities that will help them connect with their audiences in more impactful ways.

“We'll be able to share exciting new developments in social media activation, opening more avenues for members to amplify their stories and engage audiences wherever they are.”



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PRCA UK

The Public Relations and Communications Association (PRCA) is the world's leading professional body for professionals in public relations, communications, and public affairs. Through our global community, we work towards an industry that is known worldwide for its innovation, excellence and ethical standards.

Established in London in 1969, the PRCA empowers its members by delivering valuable industry insights, fostering knowledge exchange, and offering opportunities to connect with peers. The PRCA is the industry's voice, ensuring government, policymakers and business leaders recognise PR and public affairs' vital social and economic impact. We also provide world-class training and actively advocate for the interests of the profession on a broader scale.

PRCA, along with our members, are bound by our [Codes of Conduct](#).

Read the [PRCA mission, vision, values and strategic goals](#).

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