



## Public Relations Global Network

*Connected Thinking. Globally.*

### FOR IMMEDIATE RELEASE

#### Contact:

Jordana Frishman  
Landis Communications, Inc. for Public Relations Global Network  
415-359-2313  
[jordana@landispr.com](mailto:jordana@landispr.com)  
[www.landispr.com](http://www.landispr.com)  
[www.prgn.com](http://www.prgn.com)

### Public Relations Global Network (PRGN) Elects Francine Robbens as President

*New member agencies added in France, Switzerland and Brazil*

*Australia-based Mark Paterson Named President-Elect*

**BRUSSELS, BELGIUM, April 19, 2011 -- [Public Relations Global Network \(PRGN\)](http://www.prgn.com) ([www.prgn.com](http://www.prgn.com)), one of the top international networks of leading independent public relations agencies, today announced the election of Francine Robbens of [PRP - Public Relations Partners](#) in Brussels as president. Robbens will lead the worldwide network of 42 independently-owned public relations agencies on six continents. She takes over the helm from Patricia Pérez of Los Angeles, California-based PR firm [VPE Public Relations](#).**



*Francine Robbens, Partner at PRP Public Relations, assumes leadership of PRGN.*

“I am extremely honoured to have been elected to lead this world-class communications network,” said Robbens. “At a time when global communication is not only desired, but essential, the ability to share information and resources across global markets is an enormous advantage for clients. As president, I will be aiding in the extraordinary exchange of ideas among PRGN’s talented and knowledgeable members, as they lead the way in defining the communications industry.”

[PRP](#), Public Relations Partners, has been part of PRGN since 2003. As partner at PRP, Robbens specializes in strategic consultancy and coaching public relations and public affairs, environmental, community and awareness programs and crisis preparedness. Established in 1963, the agency is comprised of a strong team of motivated, multilingual and multidisciplinary staff which serves the needs of both large and small businesses, organizations and

associations seeking to grow in the vastly multicultural European markets. PRP's clients include Nintendo, Scotts (plant and garden care), Danone, and Sphinx. Robbens has extensive expertise in media relations and crisis communications, has coordinated several pan-European programs and has implemented international strategies in the Belgian and Benelux markets. Robbens also serves as part of the PRGN Executive Committee.



*Incoming PRGN President Francine Robbens with outgoing President Patricia Perez, at 2011 PRGN meeting in Brussels*



*Mark Paterson,  
Managing Director of  
Currie  
Communications*

PRGN has also named Mark Paterson, Managing Director at Melbourne, Australia's [Currie Communications](#), as president-elect. A former award-winning journalist and newspaper editor, Paterson specializes in high-level strategic counsel, media relations, strategic planning, brand positioning and crisis management.

[Public Relations Global Network \(PRGN\)](#) added three new agency members located respectively in France, Switzerland and Brazil. Joining the organization are [YESwecan](#) Public Relations in Paris, France, [Cabinet Privé de Conseils](#) in Geneva, Switzerland and [LVBA Comunicação](#) Public Relations in São Paulo, Brazil, expanding the network's global reach and capabilities to a total of 24 countries in all.

#### **New PRGN member agencies are:**

##### **YESwecan**

Paris, France

<http://www.yeswecan-pr.eu>

Headed by Director Elizabeth Ebel, [YESwecan](#) is a public relations agency that offers a wide array of expertise including healthcare communications, large-scale public causes and sustainable development.

YESwecan has shown proven success in creating brand visibility, strong media relationships, brand and product awareness and implementing media events.

"Being part of a network like PRGN means so much to our agency," said Ebel. "It means we've joined a group of some of the most effective PR professionals from all over the world. As part of PRGN, we are now able to deliver worldwide campaigns to our clients, which is one of the most valuable services we can offer."



*Elizabeth Ebel, Director of YESwecan  
Public Relations*

For over 20 years, the professionalism of the YESwecan team has provided clients such as Unisep, Human Rights Watch and the France Foundation with positive brand recognition and reputation in the media.

### **Cabinet Privé de Conseils (CPC)**

Geneva, Switzerland

<http://www.cpc-pr.com>



*Philippe Eberhard, CEO of  
Cabinet Privé de Conseils*

[Cabinet Privé de Conseils](http://www.cpc-pr.com) (CPC), headed by founder and CEO Philippe Eberhard, is a global public relations and strategic communications firm, specializing in senior-level consulting services and expertise in media relations, brand enhancement, corporate and crisis communications, public affairs and international communications. Their clients touch a wide range of sectors including banking and finance, consumer products and services, government and non-profit, hospitality and tourism, arts and culture.

Founded in 2002 in Geneva, CPC has a proven track record in helping private companies, non-profit associations and international institutions achieve their communications objectives and discover solutions to complex problems.

“Our agency is proud to represent PRGN in the diverse Swiss market,” said Eberhard. “Strategically located in the heart of Europe, our multi-lingual team helps extend the network’s reach on the continent while providing an opportunity for the hundreds of multinational corporations and NGOs headquartered here to access an array of top-quality PR professionals around the world.”

CPC has built its name upon a history of producing tangible results for clients, which include recognizable brands such as McDonald’s, Procter & Gamble, Eli Lilly, HSBC, easyJet, Nestle Waters, the Champagne region of France and many others.

### **LVBA Comunicação**

São Paulo, Brazil

<http://www.lvba.com.br>

[LVBA Comunicação](http://www.lvba.com.br), headed by Partners and Executive Directors, Flavio Valsani and Gisele Lorenzetti, is a public relations and corporate communications company that has provided a foundation of strategic vision and a focus on trademark protection to its clients for 35 years.

LVBA provides expertise in strategic planning, reputation and competitive analysis and provides each client with Institutional Performance Index® and proven results.



*Gisele Lorenzetti,  
Partner/Executive Director,  
LVBA Comunicação*

“For LVBA, joining PRGN is a great opportunity to exchange expertise and best practices in PR on a global basis and generate new business opportunities,” said Lorenzetti. “We believe our addition of 35 years of communications know-how and business success in Brazil and Latin America will help make the network even stronger.”

LVBA’s client roster includes recognizable names such as: M&M’s, Nokia, Black&Decker, Colgate, Snickers, WBTV, Whiskas and TWIX.

**Public Relations Global Network:**

**Connected Thinking. Globally.**

More than 1,000 clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations campaigns in more than 80 markets around the world. With revenues of more than \$110 million (U.S.D.), PRGN is among the world’s top five public relations networks. PRGN harnesses the resources of 42 independent public relations firms, 65 offices and more than 900 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at: [www.prgn.com](http://www.prgn.com).

#####