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PRGN Hits 50-Member Mark; Christens New Website

The Public Relations Global Network has reached the 50-member mark for the first time with the addition of S&A Communications and asoluto. These firms signed on during PRGN's recent bi-annual meeting in Dallas where Christina Rytter, managing director and founder of Copenhagen, Denmark-based Scandinavian Communications, was elected network president.



Christina Rytter

S&A Communications, started in 1982, is an integrated marketing agency based in North Carolina offering public relations, marketing, digital, creative, photography, event planning and custom-publishing services. Leadership includes Chuck Norman, APR, owner and principal; Bill Zadeits, owner and principal; and Ron Smith, APR, founder and owner.

Vienna, Austria-based asoluto is one of the country's biggest PR and communications organizations. Formed in 2011 by the merger of two long-established firms, the agency combines traditional PR with integrated digital services such as social media campaigns and web development. asoluto is led by managing partners Robert Bauer, Brigitte Mühlbauer, Andreas Freitag, Béatrice Verdino and Martin

Verdino. Client experience includes AEG, Roche, paysafecard and QuintilesIMS.

New PRGN.com

A complete redesign of the [network's website](#) now allows businesses worldwide to more easily research and find the outside counsel that best fits their needs.

“The new, search friendly PRGN.com gives prospective clients one-stop access to a curated suite of PR services. Also, it serves as a common conversation point for member agencies to interact with each other and build business together,” Rytter said.

The website also offers new resources for PR pros searching for tools and templates to guide them as well as the first-ever international job search banks for the PR profession.

“For those on the outside, the website is a new resource that anyone can use, including those hunting for a job in one of our 50 markets,” Rytter explained.

PRGN is planning a celebration for its 25th anniversary later this year.

Independent agencies interested in joining the network can visit the member recruitment section of the [PRGN website](#).



The screenshot shows the PRGN website interface. At the top left is the PRGN logo with the tagline 'The World's Local Agency'. To the right is a hamburger menu icon. The main heading is 'Get PR Help Now'. Below this is a paragraph: 'We're the world's local public relations agency. With PR leaders embedded into the fabric of the communities we service, clients hire our agencies for the local knowledge, expertise and connections in markets spanning six continents.' There are two dropdown menus: 'Where do you need PR?' with the placeholder text 'Please Select a Region' and 'What do you need help with?' with the placeholder text 'Please Select a Service'. At the bottom is a button labeled 'Find PR Professionals'.

<http://bit.ly/2pC6Nk5>