



SUBJECT: INVITATION LETTER

Respected Luca Poma,

thank you for taking the time to read this letter. In 2003, I founded the international public relations conference **PRO PR Conference** (<https://pro-pr.com/>), and in 2012, on the occasion of the **10th anniversary** of the PRO PR Conference, I founded the PRO PR Globe Awards.

In 2012, I created the concept of the PRO PR Globe Awards as the **first awards program in the world focused on individuals** who deal with the public relations sector and are part of communication management. There is no charge for this award concept, no financial fee is paid for this award, but in accordance with the publicly available regulations, former winners of this award nominate future ones. So since its foundation until today, recognitions have been annually given in this category from all continents to individuals whose creative activities positively impacted different areas of work.

With the aim of rewarding team successes through projects that created a certain awareness and effect on the processes of the organization or social community, I made a decision, and after analyzing all the leading award programs at the world or national level, **launched the PRO PR Globe Communication Achievement Awards**. The **PRO PR Globe Communication Achievement Awards** gives companies, NGOs, and Not-for-profit, the opportunity to obtain deserved recognition. This builds credibility and gains respect from stakeholders. The event will be held on the 23rd and 24th of September 2025 in Rome. On the first day, there will be a **“PR Roman Forum: Green communications, green responsibility, ESG, Sustainable heritage”** conference and on the second day, the 24th, there will be an **award ceremony**.

Together with my team in 2023, I started the process of analyzing the situation and defined award categories that do not exist nor are they awarded for successes in specific areas that also require communication skills. The **PRO PR Globe Communication Achievement Awards** has a total of **21 categories**, of which **ten are global innovation**, so for the first time communication projects in the fields of: **Agriculture, Music Discography, Auto Moto, University, National Park, Museum, Winery, Culture and Heritage, Real Estate Building Construction** as well as in the field of **Green Industry** will be awarded. Three special awards will also be awarded; PRO PR Globe **Jacqueline Purcell Philanthropy** Communication Awards, PRO PR Globe **Charles Skinner Government** Communication Awards and PRO PR Globe **Vision Achievement** Awards. In this way, a contribution is made to the communication industry, but its history is also changed and new standards are set.

We would especially like to thank **Jacqueline Purcell** and **Charles Skinner** who, with their guidance, contributed to the **PRO PR Globe Communication Achievement Awards** having its uniqueness.



We adhere to the: **United Nations Sustainable Development Goals, The Commonwealth Charter and the Paris Agreement on Climate Change**. We especially want to point out that the sustainable development goals depend on communications and that the **PRO PR Globe Communication Achievement Awards** is also supported by the **World Innovation and Change Management Institute (WICMI)**, which operates globally (<https://wicmi.ch/>).

We have started the process of inviting experts like you to be a member of the jury coming from 6 continents.

We formally invite you to join our judging panel for the **PRO PR Globe Communication Achievement Awards** which was established in 2024 as a new platform that enables new industries and new areas to globally share through their projects their stories that change the lives of different target groups for the better and point to the importance of communication strategies and their implementation through projects and thereby inspire others.

PRO PR Globe Communication Achievement Awards encourage excellence, teamwork and innovation.

For the first time, a program was created that would reward the judges. Each judge will receive:

- Free Access to the winning case studies
- Two tickets for the PR Roman Forum “Green communications, green responsibility, ESG, Sustainable heritage” conference, which includes lunch, a coffee break and participation in the conference according to the program without hotel accommodation and travel expenses
- Two tickets for the PRO PR Globe Awards program (if you come you will be one of the award presenters)
- Our own brand awareness is also important to all of us. We want to show how much we appreciate you, and we want you to show your global leadership, so we will publish a photo on the official website and prepare an announcement design for social networks.

Judging Commences from **the 15th of May to the 22nd of June, 2025**. With a one-week extension if needed.

If you accept first of all we will have a judge panel meeting to introduce you and guide you to methodology. Then you will receive a link to log in and vote for the best of the best.

We invite you to be a part of this success not just this year, but every year, **online to judge** and when you can join us in person at the PRO PR Globe Awards ceremony and PR Roman Forum: “Green communications, green responsibility, ESG, Sustainability heritage” conference in Rome which is held annually.

Mrs. Vittoria Castellani has sent us your biography and photography.

By providing support to each other, we together support the profession of public relations and thus give it importance. We believe that you, too, will support us through this project and your role as a judge.

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