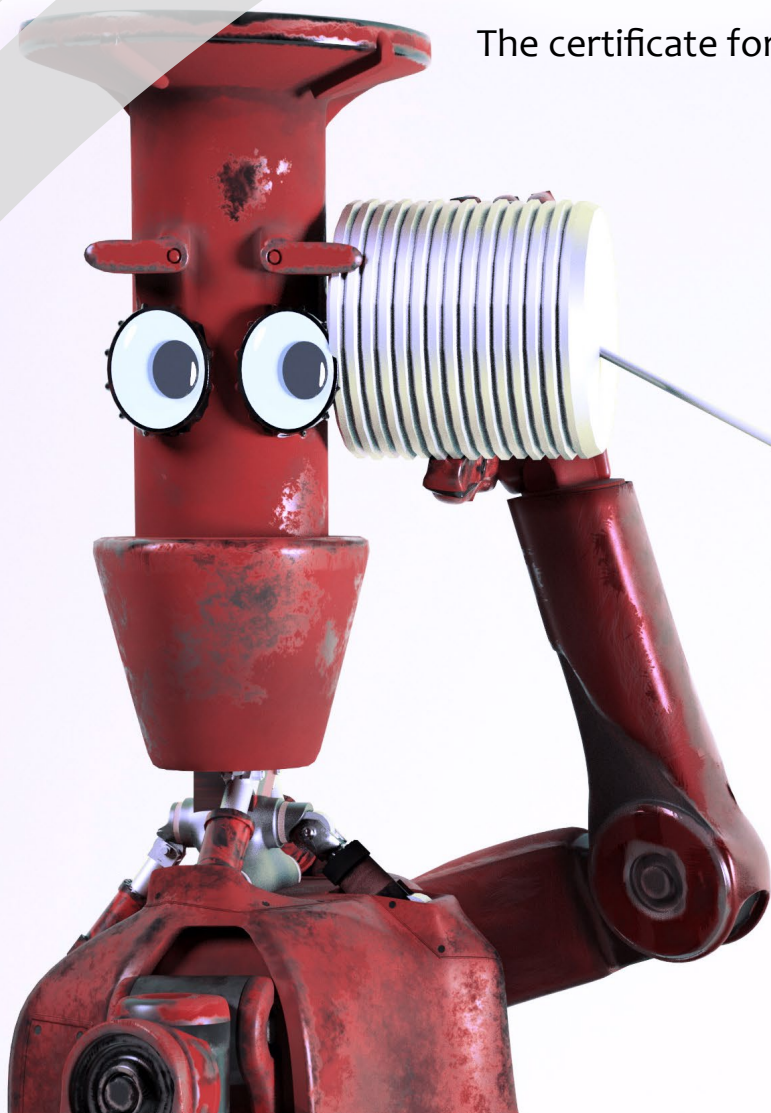


# CERTIFIED PR AND COMMUNICATION EXPERT SAQ

The certificate for public relations and communication specialists in Switzerland



pr suisse

Schweizerischer Public Relations Verband SPRV  
Association Suisse de Relations Publiques ASRP  
Associazione Svizzera di Relazioni Pubbliche ASRP

## Reasons for a personal certification

- An SAQ personal certification confirms expert knowledge and increases personal value on the labour market
- Personal certification combines recognised diplomas in the field of PR and communication with professional experience and thus creates a quality standard for the entire sector
- Re-certification ensures that certificate holders are constantly learning and keeping up to date
- Personal certification makes theoretical knowledge and practical skills visible, transparent and internationally comparable.

## Target audience

The „Certified PR and Communication Expert SAQ“ certification is intended for individuals who, at the time of application for certification, are working primarily in the field of public relations/communication\*.

To qualify for certification, the following requirements apply:

- Professional activity in Switzerland
- At least 5 years of main occupation in the field of public relations/communication\*
- Hold a SAQ-recognised qualification obtained no more than 24 months prior to the time of application (72 months for full-time studies); see the list of recognised qualifications at [www.prsuisse.ch/certificate](http://www.prsuisse.ch/certificate)

## Applying for the personal certification

Interested candidates will find the form to be submitted to the SAQ on [www.prsuisse.ch/certificate](http://www.prsuisse.ch/certificate). The first certification costs CHF 290.00.

## Certification validity

The certification is valid for 3 years, followed by periodic re-certification. The holder of the certification can use the title „Certified PR and Communication Expert SAQ“ during the validity period.

## The re-certification process

During the validity period, certificate holders are required to attend a number of training sessions and be professionally active in the PR and communications sector in order to be eligible for re-certification. For this purpose, the regional chapters of pr suisse provide opportunities for continuing education that are recognised by SAQ.

## Interim provisions (until end of February 2023):

- Holders of a recognised training qualification that is more than 2 years old at the time of application: applicants who satisfy all other requirements but have obtained a recognised qualification more than 24 months prior may nevertheless claim the title of „Certified PR and Communication Expert SAQ“ until the end of February 2023.
- Accredited professional members who are registered in the relevant professional register: accredited members of pr suisse may apply for the title „Certified PR and Communication Expert SAQ“ until the end of February 2023, without having to present a training certificate.

\* Main professional activity: at least 60% of working time in the field of public relations/communication

## pr suisse supports the profession

The personal certification „Certified PR and Communication Expert SAQ“ was developed by pr suisse in cooperation with SAQ. The certification is based on the learning topics and skill requirements of the Federal professional examination „Communication Manager Diploma“.

The Swiss Public Relations Association (pr suisse) has been the national professional organisation for communication/PR professionals since 1953. As a professional association for communication specialists working in private firms, agencies, organisations and public administration, pr suisse currently counts around 1500 members.

pr suisse promotes awareness and acceptance of public relations in society. The association strives to maintain the reputation of the profession and supports the mutual exchange of knowledge and experience among its members. pr suisse guarantees high-quality training and continuing education and related examinations.

The seven regional chapters of pr suisse all have one main objective: to provide their members with professional skills and a good network in the context of continuing education, including best practice events:

Berner PR Gesellschaft (BPRG) – [bprg.ch](http://bprg.ch)  
Nordwestschweizer PR Gesellschaft (NPRG) – [nprg.ch](http://nprg.ch)  
PR Gesellschaft Ostschweiz/Liechtenstein (PROL) – [prol.ch](http://prol.ch)  
Società Ticinese di Relazione Pubbliche (STRP) – [strp.ch](http://strp.ch)  
Société Romande de Relations Publiques (SRRP) – [srrp.ch](http://srrp.ch)  
Zentralschweizer PR Gesellschaft (ZSPR) – [zspr.ch](http://zspr.ch)  
Zürcher PR Gesellschaft (ZPRG) – [zprg.ch](http://zprg.ch)

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## SAQ Swiss Association for Quality

SAQ is the partner of choice for personal certification in Switzerland. In cooperation with industry and professional associations and their institutions, it assesses theoretical knowledge and practical skills according to defined requirement profiles and issues certificates that are recognised throughout Europe.



[saq.ch](http://saq.ch)

