

## Press Release

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30<sup>th</sup> March 2006

### Three More BPR A Agencies Receive the CMS II Quality Certificate

## **New President for the Association of PR Agencies in Switzerland: Peter P. Knobel succeeds Ulrich Bollmann**

On the occasion of the meeting of members of the Association of PR Agencies in Switzerland (BPR A), Peter P. Knobel has been elected President of the association. He succeeds Ulrich Bollmann who presided over the association of the leading PR agencies for six years with sustained success. With Knobel, it is again a foundation member who takes the leadership role. For almost 20 years now, Dr. Peter P. Knobel has been managing the PR consulting agency of the same name in Zug which is among the top ten in the industry today. Roman Geiser, CEO of Burson-Marsteller AG, was elected as a new member of the managing board while Christian König, delegate of the board of directors of Farnet Consulting AG, and Peter Felber, partner of int/ext Communications AG in Basle, were re-elected.

The last thing Ulrich Bollmann did in his post was to award to the following three member agencies the internationally recognized quality certificate CMS II: Mach AG Communications Management (Baden), Piar AG für Öffentlichkeitsarbeit (Zurich) and Vector Communications AG (Zurich). Now, already seven BPR A agencies fulfill the highest quality standard worldwide in the PR industry. Five further agencies are expected to receive the much sought-after certificate this year.

The Consultancy Management Standard (CMS), which was developed in 1997 by the British PRCA (Public Relations Consultants Association), is a quality certification program that is tailored to the specific needs of the communications industry. CMS combines elements of the ISO certification system with elements of the 'Investors in People' standard. Every two years,

an international auditor examines the CMS-certified agencies very thoroughly with regard to all aspects that influence the quality of their services – from management to corporate planning, innovations and human resources management through to controlling, including the systematic evaluation of client satisfaction.

#### **Association of PR Agencies in Switzerland (BPRA)**

The Association of PR Agencies in Switzerland (BPRA), which was founded in 1976, represents the professional interests of the leading PR agencies in Switzerland. The association consists of 19 communications companies which are representative of the Swiss PR industry. Every year, the BPRA publishes audited market statistics. The BPRA commits itself to improving market transparency and to establishing internationally recognized quality standards in the PR industry. See [www.bpra.ch](http://www.bpra.ch).

#### **Advance Notice:**

Press discussion/publication of the 2005 market statistics

Friday, 21<sup>st</sup> April 2006, 11 a.m., in Zurich

#### **More Information:**

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