



Roy W. Reid, Jr., APR, CPRC, leads a session on *Becoming the Leader Everyone Needs*.

## A Valuable, Intensive Leadership Program

LeadershipFPRA is a formal leadership program that provides selected members with the skills and tools to become stronger leaders in their organizations, communities and FPRA. Each year, a class of 21 LeadershipFPRA participants is chosen through a competitive application process. The class attends an orientation session and five full-day sessions over the course of the year, designed to strengthen their leadership and business acumen and help them become stronger and more strategic leaders.

An intensive leadership program  
for FPRA members.

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[fpra.org/leadershipfpra/](http://fpra.org/leadershipfpra/)



Using a smart phone mobile app,  
scan the code to learn more.



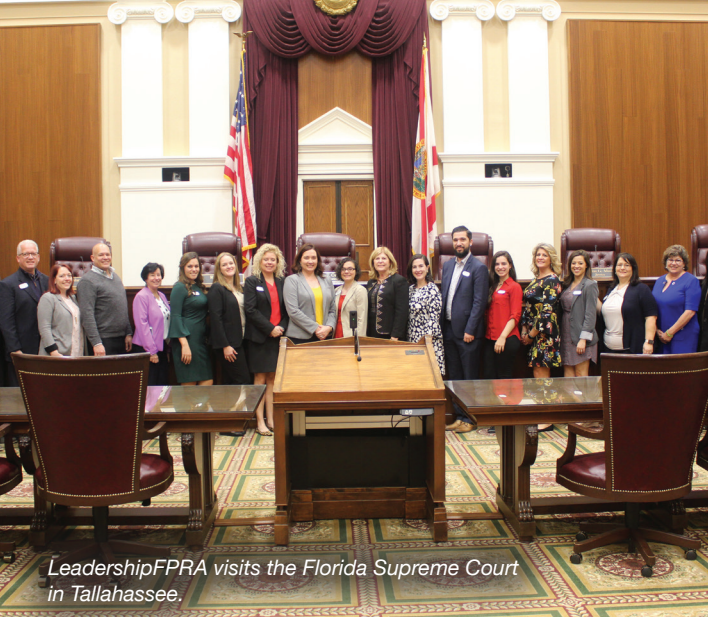
## LeadershipFPRA

ADVANCED LEADERSHIP PROGRAM  
FOR FPRA MEMBERS



Enhancing the Profession since 1938.





LeadershipFPRA visits the Florida Supreme Court in Tallahassee.

## An Opportunity for Growth

LeadershipFPRA is especially designed for public relations practitioners that want to hone their leadership skills and grow personally and professionally.

The program was founded in 2016 to fill a professional development need for FPRA members and to help instill in them the tools and confidence to pursue leadership opportunities.

Graduates of the LeadershipFPRA program become better equipped to not only perform their roles as PR professionals in their workplaces, but also to provide strategic leadership and direction in the boardroom and take on leadership roles in their organizations, FPRA chapters, on the state FPRA board and in their communities.

## Why Apply for LeadershipFPRA?

Because leadership isn't a title or a position — it's a skillset. If you are interested in strengthening your leadership skills, LeadershipFPRA offers you that opportunity with a targeted focus on public relations and communication strategy.

Regardless of how new you may be to the profession or how long you may have practiced, LeadershipFPRA will offer you new perspectives on how things work “behind the scenes” in aspects of corporate, nonprofit and government management.

And with your LeadershipFPRA cohort and faculty comprised of some of the most accomplished PR professionals in the state of Florida, you'll also have unparalleled opportunities to network and form lasting relationships.



LeadershipFPRA teams build spaghetti and marshmallow towers to practice collaboration, planning and execution.

## What to Expect

LeadershipFPRA is a formal program consisting of an orientation, five full-day sessions and a graduation ceremony.

The sessions are roundtables and seminar-style leadership training classes taught by highly regarded professionals. Participants are required to attend the orientation, graduation and at least four of the five leadership sessions.

## How to Apply

Applications are available on [fpra.org/leadership-opportunities/leadershipfpra/](http://fpra.org/leadership-opportunities/leadershipfpra/). Check the website for current application, due dates and program dates.

Class size is limited to 21 participants, so positions are competitive each year. The LeadershipFPRA Selection Committee reviews all applications and selects a class of qualified professionals that represents a diverse selection of individuals in regards to geography throughout the state, industry and niche of PR, age, race, gender and ethnicity.

## Tuition

Tuition for Leadership FPRA is \$750. Payment in full or a partial payment of \$450 is due at the time of acceptance into the program. Check the website for current program and payment dates.