



# Institute of Public Relations (IPR), Ghana

Accreditation Programme – 2026

# BECOMING AN ACCREDITED MEMBER

## Your Path To Professional Excellence

The IPR, Ghana Accreditation Programme is your gateway to professional recognition, personal growth, and career advancement in Public Relations. Designed around global best practices, the programme ensures that all members meet rigorous professional standards, while supporting continuous development in the dynamic world of strategic communications.



## WHAT DOES ACCREDITATION INVOLVE?

The Accreditation journey consists of the following key steps:

1

**Refresher Training**

2

**Written Examinations**

3

**Professional Interviews (for Level 3 candidates only)**

# 1 Refresher Training Programme

A structured series of training modules is provided, tailored to each accreditation level. The curriculum covers core areas of Public Relations practice:

- PR Foundations, Ethics & Professional Practice
- Strategic Communication & Campaign Planning
- Media Relations & Content Creation
- Digital PR & Data-Driven Communication
- Stakeholder Engagement & Relationship Building
- Monitoring, Evaluation & Crisis Communication
- Sustainability, CSR & Purpose-Led PR

## 2 Written Examinations

These formal assessments test your applied knowledge in PR strategy, tools, and best practices. Exams are aligned with IPR, Ghana's professional standards and assess your ability to deliver results in real-world situations.

## 3 Interview (For Level 3 Candidates)

A professional interview, conducted by a panel of seasoned PR practitioners, evaluates your expertise, strategic thinking, and leadership in PR. This is the final stage before full accreditation.



# ACCREDITATION LEVELS AND PATHWAYS

1

## Level 1 Associate Member

### Focus Areas:

- Introduction to PR & Professional Practice
- Media Relations & Communication Tools
- Content Creation & Storytelling
- Event Planning & Engagement
- Monitoring & Evaluation

✓ Successful completion grants **Associate Member** status.

2

## Level 2 Intermediate Member

### Focus Areas:

- Strategic Communication & PR Planning
- Content Development & Multi-Channel Engagement
- Ethics, Governance & Professional Conduct
- Community-Based Communication
- Research, Metrics & Impact Measurement
- Digital PR & Visual Communication
- Emotional Intelligence & Stakeholder Management

✓ Successful completion grants **Intermediate Member** status.

3

## Level 3 Accredited Member

### Focus Areas:

- Strategic Leadership in PR
- Advanced Stakeholder & Reputation Management
- Data-Driven Communication & Analytics
- ESG, CSR & Purpose-Led Strategy
- Risk, Crisis & Ethics in PR
- PR Project Management
- Advanced Communication Auditing

✓ Successful completion grants **Full Accredited Member** status.

# How to Apply

Apply via <https://rb.gy/uhk200> or contact the IPR, Ghana secretariat on +233 (0) 302 234 567 / 0500 481 062 for assistance

## Accreditation Refresher Course And Examinations Fees (2026)

### Level 1

**GHS 2,850**

### Level 2

**GHS 3,700**

### Level 3

**GHS 4,700**

*Please note: Fees are subject to periodic review.  
Fees are non-refundable and non-transferable.*

## Accreditation With Exemptions

Experienced professionals may qualify for exemptions from refresher courses and examinations—accelerating the route to IPR, Ghana accreditation.

### Eligibility for Exemptions

#### Level 1 Exemption

- ✓ Master's Degree in PR/Communications
- ✓ At least 5 years of professional PR/Comms experience

#### Level 2 Exemption

- ✓ Master's Degree in PR/Communications
- ✓ Minimum 7 years of mid-level PR/Comms experience

#### Total Exemption (All Levels)

- ✓ Master's Degree in PR/Communications
- ✓ Minimum 10 years of experience, with at least 5 years at Senior Management Level in PR/Communications

# EXEMPTION APPLICATION PROCESS

To apply, submit the following documents to the Chairperson of the Accreditation Committee:

## Required Supporting Documents

- 📌 A formal Request Letter
- 📌 Updated Curriculum Vitae (CV)
- 📌 Academic & Professional Certificates
- 📌 Two Reference Letters from APR-level (or above) professionals
- 📌 One Passport-Sized Photograph

## Case Study Presentation

Submit a PowerPoint presentation of a successful PR campaign you've led. Max 15-minute presentation, covering:



**Problem Statement:**  
Context and data

**Strategies & Tactics:**  
Execution and budget



**SMART Objectives:**  
Goals of the campaign

**Evaluation & Results:**  
Outcomes and insights



## Exemption Fees (2026)

*\*Please note: Fees are subject to periodic review.  
Fees are non-refundable and non-transferable.*

Level 1 Exemption

**GHS 4,500**

Level 2 Exemption

**GHS 5,800**

Total Exemption (All Levels)

**GHS 8,500**

# Application Process Timeline

## Two Months Before Programme Start:

IPR, Ghana announces exemption window via website and social media

## Application Period:

Submit your application and documents by the specified deadline

## 4 Weeks After Deadline

Shortlisted applicants are invited for interviews

## 2 Weeks Later

Interviews and case study presentations

## 3 Weeks After Interviews

Outcome of Interview sent via email.

Certificates awarded to successful applicants at the IPR, Ghana Annual General Meeting (AGM)



## Why Seek Accreditation Through Exemption?

- ✓ Fast-Track Your PR Career
- ✓ Recognition for Your Professional Achievements
- ✓ Skip Some Courses or Exams
- ✓ Recognition for Your Professional Achievements

## Ready To Get Started?

Apply Via:

🔗 Link: <https://rb.gy/ye2fga>

✉️ Submit Your Application to:

✉️ Email: [accreditation@iprghana.org](mailto:accreditation@iprghana.org) and CC: [execsec@iprghana.org](mailto:execsec@iprghana.org), [info@iprghana.org](mailto:info@iprghana.org)

Contact Us:

📍 Institute of Public Relations (IPR) Ghana

📍 Opposite Kempinsky Hotel, Ridge, Accra, Ghana

✉️ Email: [info@iprghana.org](mailto:info@iprghana.org)

🔗 Website: [www.iprghana.org](http://www.iprghana.org)

☎️ +233 (0) 302 234 567 / +233 (0) 500 481 062

Your journey to recognition starts now. Become an IPR, Ghana Accredited Member and elevate your impact in Public Relations.