



2015 PR CAREER CLINICS

- **THE NEW AQF COMPETENCY LEVELS AND YOU.**

Which AQF Level are you and what skills do you need to advance?

- **YOU VS. THE INDUSTRY**

How do you stack up against your industry peers?

- **YOUR PERSONAL CAREERMAP™**

It's your career so decide where you want it to go (we'll help you with our own CareerMap™ methodology).

**ONLY
\$55**

ATTEND A PR CAREER CLINIC IN JANUARY OR FEBRUARY AND TAKE CHARGE OF YOUR CAREER IN 2015.

2015 is going to be a big year for the PR profession in Australia with the introduction of AQF-linked competency standards for practitioners.

For the first time, PR professionals will be required to prove they possess the skills asked of them by clients.

These professional standards will rate your competency in core (and non-core) PR skills according to the ten Commonwealth Government AQF Levels.

Our clinics are for you if:

- you aren't already attending competency-based PR skills training courses
- you are unsure of your AQF Level
- you want to decide what kind of work you want to do in the future
- you haven't finalised your 2015 development plan

From 1 Jan, your competencies will decide your suitability for new jobs, promotions and pay rises. Please don't leave them to chance.