

GUIDANCE TO CANDIDATES FOR ELECTION TO THE FREEDOM OF THE GUILD OF PUBLIC RELATIONS PRACTITIONERS



1. Each applicant for Freedom of the Guild must have two sponsors, one of whom should be a Court Member of the Guild. (List available on request).
2. Both sponsors should sign the applicant's form and the Proposer may also write a covering letter of recommendation that will assist the Court in its deliberations. This letter should accompany the application form. In principle, proposed candidates will be expected to attend a meeting with members of the Court or Membership Committee to learn about the Guild and its objectives.
3. Following approval by the Membership committee, applications will be forwarded to the Court for approval. Candidates will be notified when the Court has approved their membership and will then be eligible to receive information and attend events. The annual membership subscription (called Quarterage) and the annual donation to the Charitable Fund become payable from this date. New members will be invited to attend a ceremony to declare their oath of allegiance to the Guild as soon as possible thereafter. At this point they become Freemen of the Guild.
4. Once elected, Freemen remain for life providing their Quarterage and dues are paid up to date and membership criteria continue to be met. In due course, when it is hoped that the Guild will attain Company status, they may apply for Freedom of the Company, so formed. All members of the Guild will be informed at that time.
5. The Guild encourages young Freemen for continuity purposes, especially those who are not members of another Guild/Company/Livery Company.
6. Freemen are expected to attend at least one Guild event a year and have a knowledge of the Livery movement, the Guild and the City. It is the responsibility of the sponsor and seconder to ensure candidates are aware of this commitment and the need to attain this knowledge and experience. After a period (currently two years) Freemen may be nominated for the Freedom of the City of London.

Among the criteria for election are:

- ◆ An applicant may be any nationality above the age of 18 years provided he/she is not an undischarged bankrupt at the time of application and does not have a criminal record (both City requirements).
- ◆ Applications will be favoured from people who have a clear and close involvement with the public relations profession, either through application, use or management. A record of membership and involvement in a professional body such as the Institute of Public Relations is a relevant factor in demonstrating commitment to a professional level of practice.
- ◆ Applicants should preferably be known to a number of their Sponsors' colleagues and have something to offer to support the aims of the Guild. They should be prepared to participate in the Guild's activities.
- ◆ An applicant should be deemed by the Court to be fit and proper person to become a Freeman of the Guild.