

# Grapevine's MD achieves Prisa's highest international accreditation for PR practitioners

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Grapevine Communications' managing director, Marie Yossava, has attained the internationally recognised accreditation certification for PR practitioners, called the APR (Accredited in Public Relations), *cum laude*.

Awarded by the **Public Relations Institute of South Africa** (Prisa), it is the highest level of their registration system. The accreditation certification recognises practitioners who have demonstrated broad knowledge, experience and professional judgement in the field. The designation of APR signifies a high professional level of experience and competence.

This accreditation has been brought in line with the internationally recognised APR in the United States, Canada, New Zealand and Australia, through mutual recognition agreements promoted by the Global Alliance of Public Relations and Communication Management Associations.

The APR offers clients the assurance that their communications campaigns will always be conducted at the highest and most professional level.

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## Grapevine Communications

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