

WPRD 2023

WORLD PR DAY

HARNESSING THE POWER OF PUBLIC RELATIONS

- Six months of planning
- 10 committee members
- Approximately **4,320 hours** of support



Events

Multiple events across the globe

- Over 20 physical events
- Over 25 virtual events

- Fireside chats on Twitter
- YouTube live events
- Facebook live events
- Live sessions on Zoom



Some of these events were organised by



Global Participation

36 million people reached

In **63** countries

Across **6** continents

Participation from over **11,200** PR & Comms professionals

Participation from **22** PR & Comms association

They include:



165 agencies participation spread across

19

in Africa

25

in Asia

13

in Europe

7

in North America

2

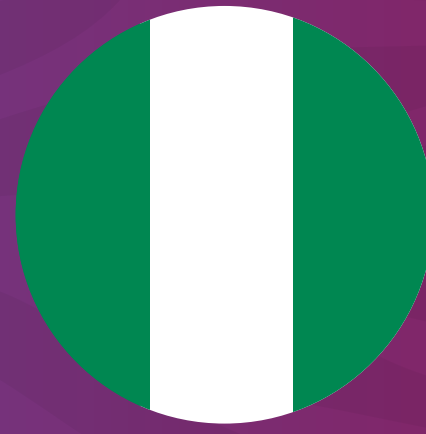
in Australia & Oceania

2

in South America

Media coverage

Coverage in over 30 top-tier media platforms in



Visit [WPRD.app](https://wprd.app) to find out more

