



Independent Practitioners Alliance Section

Get to Know the PRSA Independent Practitioners Alliance Section

About

Owning your own business and being a successful “indie” involves much more than just providing great service for your clients. How well you run the business side of your practice can determine in large part whether your business flourishes or is left struggling to survive. IPA provides the opportunity to grow your business by connecting with a strong network of new and seasoned independent practitioners who benefit greatly from the best practices, strategies and support we share with each other.

Business Development Series

Our highly rated, monthly webinar series is designed specifically for independent professionals. These hourlong programs, held live and recorded for on-demand replay, feature a variety of topics and subject matter experts focused on “the business of the business” to help you work ON, the business not just IN it. Some of the many topics we cover include:

- Marketing your indie practice
- Filling your client pipeline
- Managing client relationships
- Boosting your productivity
- Contracts and billing practices

Resources

Membership offers valuable opportunities for learning and engagement including educational webinars, Indie Chats, annual VirtuCon conference, newsletters and more as well as access to a business document template library and our business mentor program.

Active members also find tremendous value by networking throughout the year on our social media channels, the MyPRSA online forum and at meet-ups at the PRSA International Conference, and District and Section conferences.

Executive Committee

Chair

Lauren Howe
Principal & Owner
empHowered PR LLC

Immediate Past Chair

Kevin Bakewell, APR
Founder & Principal
Bakewell Public Relations LLC

Secretary

Amy Newton
Founder & Owner
Amy Newton Public Relations LLC

▶ **To learn more, go to < <https://bit.ly/2IRnVq8> >.**

What Your Peers Are Saying About the Independent Practitioners Alliance Section:

“Being a part of IPA has provided me with a helpful network of support and the tools I need to build my business. I would recommend membership to any solo PR professional who is looking to take his or her business to the next level.”

– Paula MacDonald, Image Suite PR

“The IPA offers excellent programming focused on the latest industry trends. It also provides opportunities for members to collaborate to provide the best solutions for their clients.”

– Jamie Meredith, The Meredith Group Inc.