

PRCA NextGen Public Affairs Committee Elections
February 2021

Gabriel Phillips - APCO

Young public affairs professionals have had a tough year. For those who have been in the industry for a while, their way of working has completely changed, often stuck in a shared flat or their childhood bedrooms with limited space, unsure how to prove their worth as their Wi-Fi drops for the third time in the same call, concerned that their job may no longer exist in the morning.

For newcomers to the industry, this is all they have ever known. They have never met their colleagues in real life, aren't exposed to the realities and experiences of agency life, and can no longer benefit from learning through in-person mentoring and general workplace osmosis as they could before the pandemic.

By joining the NextGen Public Affairs Committee, I want to do my part in ensuring that young public affairs professionals have the support and guidance to develop and advance their careers while navigating the impact of the pandemic on our industry. Equally, I will identify instances of best practice and areas for improvement so that the industry can become more inclusive in its approach and treatment of new joiners.

Riccardo Robertson – Connect

My name is Riccardo Robertson and I am an Account Manager at Connect with nearly three years of experience in public affairs. Originally hailing from Scotland, I moved to London to throw myself into the world of public affairs.

Public affairs is a fast-paced, energetic and intense industry. The NextGen PA Committee is a great industry initiative that succeeds in providing support, a network and a voice for new practitioners. I am standing for the Committee in order to build on the last few years and take the group forward especially in **enhancing social mobility in public affairs**.

I want to see NextGen being the champion of inclusivity, diversity and social mobility in the industry by offering CV and application workshops for new entrants and young professionals already in the industry.

I also want to see NextGen become more of an industry leader in providing young practitioners with mentors, with events like mentoring speed-dating as well as creating online documents which provide tips on the best way to secure a mentor.

Complimentary to these important events, I want to ensure the Committee's strong tradition in hosting networking nights and social events with special advisers and parliamentarians continues.