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## South African PR Leader Nicola Nel Wins PROI Worldwide Founders Award

*Award Recognizes Outstanding Contributions to the Organization*

**Chicago:** PROI Worldwide, the world's largest partnership of leading independent communications agencies, has presented the 2023 PROI Founders Award to Nicola Nel, founder & CEO, Atmosphere Communications in South Africa. Over the years, Nel has served as a PROI Board member and supported many important initiatives and committees, where she helped guide and elevate the international organization.

"Nicola Nel has displayed a dynamic, creative and innovative approach to building her own agency for more than two decades," said Jeff Lambert, PROI Worldwide Global Chair, and Chairman of Michigan-based Lambert Global. "She has brought that same enthusiasm, mindset and spirit of collaboration to be a strong change agent for PROI over the years."

In accepting the award, Nel said, "As a network of independent, entrepreneurial agencies, PROI has created a pivotal role in connecting myself and my team to some of the best agency owners across the world, and it was a catalyst for our growth, innovation and best practices over the past decade."

Honoring Nel's achievement, PROI donated US\$1,000 in her honor to BEST College, a Cape Town, South Africa, school that educates street kids with learning disabilities from gang-infested neighborhoods.

She added, "Our profession plays a critical role in shaping narratives, connecting brands and organizations, and fostering understanding in an increasingly interconnected world. Let us continue to push boundaries, embrace innovation, and use the power of communication to make a positive difference in society."

Founded by Nel in 2002, [Atmosphere](#) is an integrated brand and corporate communications consultancy with offices in Cape Town and Johannesburg. The agency believes there is an interesting, creative way of telling every story, and makes it their business to do so. Atmosphere was acquired by Accenture Song in November 2021 and it is now part of the global Accenture Song network, offering full-service communications solutions across several industries, including financial services, consumer goods, technology and media.

The PROI Founders Award was created in 2021 to recognize outstanding contributions to the organization, and success of its entrepreneurial businesses. The Founders Award is named in honor of the eight communications entrepreneurs, with a vision for growing their businesses and helping each other, who founded the organization in 1970.

PROI Worldwide is comprised of 89 PR and communications businesses in 165 cities and 65 countries. Lambert said, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.128 billion in revenue and 8,800 employees.

### **About PROI Worldwide**

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2022, PROI encompassed 89 partners with 8,800 employees in more than 165 cities and 65 countries. With combined revenue of more than US\$1.128 billion, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.