



GLOBAL INTELLIGENCE. LOCAL IMPACT.

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AGENDA PR IN ESTONIA BECOMES SECOND BALTIC AGENCY TO JOIN PROI WORLDWIDE

Estonian Agency provides comprehensive public relations and communication management solutions

NEW YORK: Agenda PR, based in Tallinn, Estonia, is the second Agency in as many months to become a PROI Worldwide agency in the Baltics. PROI Worldwide is the world's largest partnership of integrated communications agencies with more than 165 offices and 6,417 staff servicing 8,200+ clients worldwide and with 2018 net fee income approaching US\$ one billion.

"By becoming part of PROI Worldwide we will be joining forces not only with partner agencies in Lithuania and Latvia in the Baltics but we'll also develop close ties with PROI agencies in the important neighbouring markets of Finland, Sweden, Norway and Denmark in addition to the rest of Europe and elsewhere," said Indrek Raudjalg, Managing Director of Agenda PR.

Clare Parsons, PROI Worldwide Global Chair and Chair of leading London-based reputation management consultancy Lansons, stated that "the addition of another PROI agency with in-depth expertise in providing integrated communications services will bolster the offering, and success, of our Baltic and Nordic agencies and provide our clients with even stronger connections in the region".

Agenda PR provides comprehensive public relations and communication management solutions from strategic planning to daily implementation and analysis. "Our core competencies include media relations with more than 20 years of experience, digital communications, government relations and excellent crisis communication capabilities," added Raudjalg. According to the agency what makes them stand out from competitors in Estonia is superior knowledge and skills in implementing digital communication, content marketing and social media projects.

The agency's four equal partners, which in addition to Raudjalg, are Rasmus Kagge, Helen Vaher and Janika Ritson, all have in-depth experience developing communications strategies and implementation plans for various client sectors including government and the private sector.

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About Agency PR

Communications bureau [Agenda PR](#) is an independent communications bureau with its office in Tallinn, Estonia. As a tier 1 local PR-company the agency provides comprehensive public relations and communication management solutions from strategic planning to daily implementation and analysis. Their core competencies include media relations with more than 20 years of experience, digital communications, government relations and excellent crisis communication capabilities.

About PROI Worldwide

[PROI Worldwide](#), the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970. Its 76 Agencies have offices in more than 165 cities encompassing 50+ countries across five continents. PROI Worldwide is the largest global communications industry brand and rated 5th largest among communications holding groups in the world with more than 6,417 staff servicing 8,200+ clients worldwide and 2018 net fee income approaching US\$ one billion.