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Canada's Argyle joins PROI Worldwide

Communications Entrepreneurs Support Agency Development and Client Service

Chicago: Argyle Public Relationships, one of Canada's largest and most acclaimed independent communications consultancies, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 50 countries.

"We are excited to contribute to and learn from peers in a global community of high-calibre independent public relations consulting firms," said Daniel Tisch, Argyle's President and CEO. "By sharing knowledge with each other we can raise standards and improve the competitiveness of these independent agencies, and enhance the positive impact we achieve for our clients, our employees and society."

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated "Argyle is exactly the kind of strong, entrepreneurial communications business that makes PROI successful. They will bring new perspectives and resources to our Partners around the world."

Tisch says the Argyle team is driven by a purpose: to communicate truth and earn trust – the two imperatives for every successful leader and organization. He says the agency distinguishes itself through its list of major clients, entrepreneurial spirit, industry-leading work and thinking, international awards, and large, diverse team in seven major Canadian cities and Washington, D.C.

PROI Worldwide encompasses 80 PR and communications businesses in 165 cities and 50 countries. Reis says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent nearly USD\$ one billion in revenue and more than 7,300 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About Argyle

For 40 years, [Argyle](#) has been chosen by the world's biggest brands, put big ideas onto the public agenda, and grown to become one of North America's largest and most acclaimed communications consulting firms. Argyle has more than 100 full-time employees in cities across Canada, and a newly opened office in Washington, D.C.

PRovoke Media, the leading source of analysis and insight on the international public relations industry, named Argyle one of the top five global "fast movers" in PR in 2019, and Canadian Agency of the Year for 2020.

Argyle's clients span many sectors, including finance, technology, health care, agri-food, travel, professional services, infrastructure, government, non-profits and many more.

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 2019, PROI encompassed 80 partners with 7,300 employees in more than 165 cities and 50 countries. With combined revenue of nearly US\$ one billion, PROI ranked 4th among consolidated communications groups, and was the only one in the top ten that is based on a unique partnership of independent business people.