**The Worldcom Public Relations Group join ICCO for “PR in Cannes”**

The Worldcom Public Relations Group (WCPRG) will partner with International Communications Consultancy Organisation (ICCO) to present the voice of PR at the Cannes Lions Festival, from 17th to 21st June this year.

ICCO has flown the PR industry flag at Cannes Lions festival and awards for over a decade, supporting and promoting PR agency entries and providing a space for PR people to gather during the festival.

This year, as part of the Little Black Book Beach on the Croisette, ICCO presents “PR in Cannes” on Wednesday 19th June, bringing audiences creative panels, exciting interviews, and fun interactive sessions, highlighting world class PR work that will inform and inspire.

Following content sessions, the annual “PR Networking Drinks” will take place on LBB Beach with the PR Lion jury, Young PR Lions finalists, Creative Directors and ICCO’s global PR membership.

Founded in 1951, The Worldcom Public Relations Group is a dynamic partnership of independent agencies in 49 countries, employing more than 2,000 PR professionals with a $300m combined revenue. In being ICCO’s Headline Partner for “PR in Cannes” they will bring a substantial group of gifted, creative PR experts to the Côte d'Azurin June, planning to make a big impact.

Serge Beckers, EMEA Chairman to the Worldcom Board and Managing Partner, Wisse Kommunikatie said:

*“We are excited to be bringing the Worldcom community to Cannes Lions this year as part of ICCO’s “PR in Cannes” programme. Expect inspiring case studies and exciting content from our members. We look forward to having the most creative minds from the PR world together on the beach and around the festival.”*

Rob Morbin, Executive Director, ICCO said:

*“We are delighted to have such a strong headline partner for “PR in Cannes”. Every year the PR industry presence grows and so do our activations. PR is integral to the creative campaign process and having Worldcom there alongside our members sharing insights will add an extra dimension to the events. There is no better place to host PR people from around the globe than Cannes, and this year is shaping up to be another productive and memorable occasion.”.*

For more information about PR in Cannes 2024 and to sign up visit: [**URL**](https://iccopr.com/worldcom-icco-in-cannes/)

If you are interested in partnership opportunities, please contact [rob.morbin@iccopr.com](mailto:rob.morbin@iccopr.com)

**About ICCO**

**Established in 1986, the International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world. ICCO membership comprises 40 associations representing 82 countries across the globe. Collectively, these associations represent over 3,000 PR firms.**

ICCO provides a forum for the senior management of the world’s top PR firms to meet and address issues of mutual interest and concern.

Members share insights and knowledge, working together to raise professional and ethical standards, champion the value of PR in business, and prepare the industry for future technologies, skill requirements and business models.

ICCO connects businesses seeking partnerships in different parts of the world, utilising the extensive network of consultancies to support international business growth.

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