

Anne-Marie Cotton named Honorary Member of EUPRERA

London, October 13th, 2017 – The European Public Relations Education and Research Association (EUPRERA), a body of academic institutions, researchers and senior professionals in the field of strategic communication with nearly 500 members from 40 countries, has awarded an honorary membership to Anne-Marie Cotton at the EUPRERA annual congress in London, on October 13. The congress is known as the major gathering of scholars and professionals interested in advancing the profession of public relations and corporate communications on the continent, hosted this year by University of the Arts London.



Senior lecturer in communication management at the Artevelde University College in Ghent, Belgium, Anne-Marie Cotton was granted a Master in Romance Philology, she obtained a Master in Business Administration and a Master in Marketing, as well as the university diploma of teacher of secondary and higher education. Currently, she is a doctoral student at the University of Bordeaux, France.

She started her professional career as account manager in advertising agencies, but has worked for nearly 30 years in the academic field, coordinating the MARPE (Master in European Public Relations) since 1992, now run in cooperation with six universities. Anne-Marie organized the Erasmus Intensive Program “Public Relations: Lobbying and Government Relations in a European Perspective”. She’s also managing director of the bi-annual international journal “Scientis Paedagogica Experimentalis” and active member of several academic and professional associations; she regularly acts as expert in panels for accreditation programs in The Netherlands and in Belgium.

Anne-Marie has been heavily involved in EUPRERA since the very start, when it was CERP, and truly runs deep with our association: she is past president, past secretary general, and a past organizer of spring symposia. With unbridled enthusiasm, she has been instrumental in building the EUPRERA we have today. Therefore the board of EUPRERA and the general assembly approved unanimously the nomination of Anne-Marie Cotton as honorary member, in recognition of her outstanding contribution to the association and to the development of the European body of knowledge in public relations.

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