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## Diplomat CEO represents the PR consultancy sector

*Anna-Karin Hedlund, CEO at Swedish Diplomat Communications, has been elected to the Board of the Association of Public Relations Consultancies in Sweden. With that she will represent the interests of member firms and the industry.*

Yesterday Ms. Anna-Karin Hedlund was elected member of the Board of Directors of PRECIS – the Association of Public Relations Consultancies in Sweden.

PRECIS aims to promote the value of PR in achieving companies' and organisations' goals. PRECIS has developed industry standards – The Stockholm Charter – which are adopted by the ICCO, the International Communications Consultancy Organisation.

Anna-Karin Hedlund has experience from more than 15 years of professional advice and activities in the sphere of PR and communications. From 2008 she is CEO and partner of Diplomat Communications. She has previously worked as Head of Communications or Information in the state-owned-enterprise Samhall, governmental agency National Institute for Working Life, and in the Union of University Graduates. Anna-Karin Hedlund has also worked as Political Adviser to the Prime Minister, and as consultant and Head of the Swedish office of Sweden's oldest PR agency Kreab.

“I look forward to ensure that public relations is used by both member companies and their clients in a professional manner that accords with international standards”, says Anna-Karin Hedlund, CEO, Diplomat Communications.

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*Diplomat Communications is one of the leading Swedish communication advisors. The company works in strategic advice and operative efforts in Corporate Communications, Public Affairs and Financial Communication. Diplomat Communications was founded in 2003 and has 30 staff in offices in Stockholm and Brussels. [www.diplomatcom.com](http://www.diplomatcom.com)*