

PRCAI Mediation Desk

Frequently Asked Questions

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With answers to these Frequently Asked Questions, we hope we can explain the advantages and usage of the PRCAI Mediation Desk for PRCAI Members and related stakeholders in the PR Industry.

If you have any more questions that need answers, please visit our website, or get in touch with us.

General FAQs on Mediation and PR

Why does the PR Industry need Mediation?

As trusted public relations partners to organisations across various sectors, PRCAI members are committed to follow a culture of ethical and professional practices. The PRCAI Code of Conduct shared with all its members, is a guiding principle for collaborative and healthy industry culture. Mediation can help the various stakeholders engaged in formal Public Relations activities use the art and science of mediation to resolve disputes amicably.

How does Mediation help the PRCAI Code of Conduct?

The Mediation First initiative by Mediation Mantras helps strengthen and enforce the PRCAI Code of Conduct that balances the interests of all involved and encourages mutual respect and healthy dialogue in the spirit of one team, one industry.

What are the Advantages of the PRCAI Mediation Desk?

The PRCAI Mediation Desk is managed by Mediation Mantras, which is a neutral, third-party Mediation consulting firm, with a rich panel of experienced Mediators. The advantages of the PRCAI Mediation Desk, are as follows: 1. Quick turnaround times, and speedy resolution of disputes, before they become a crisis. 2. Confidentiality, to protect the reputation of all involved. 3. Interest-based Mediation that ensures all parties are heard, all issues are addressed, and parties arrive at solutions themselves, together. 4. The parties to a dispute are in control of the process and timeline, and the outcome. 5. In a successful Mediation, there are no losers.

How Much will a Mediation through PRCAI Cost?

PRCAI and Mediation Mantras have developed a mindful 3 tier grievance level framework to classify the degree of mediation required. PRCAI has invested to institutionalize the process with upfront cost of setting the framework. to estimate the case-to-case approach and way forward. PRCAI Mediation Desk supports an initial fee on the commencement of Mediation and involved parties agree a cost based on the scope and claim of the dispute. All in all, the cost of a Mediation will be much less than what you'd pay for litigation or arbitration, both in terms of actual fees and cost of time spent on resolution.

How do I access the PRCAI Mediation Desk?

You can access the PRCAI Mediation Desk online at www.prcai.org. You can also write to mediation@prcai.org. Mediation Mantras will respond to your request within 24 hours.

The **PRCAI Mediation Desk** is managed by Mediation Mantras.
For more information, please visit prcai.org or mediationmantras.com/prcai

Is this Mediation Process Confidential?

Yes, Mediation is a confidential and voluntary process, wherein a Mediator facilitates a collaborative problem-solving process in which both parties have the autonomy to find the best solution to resolve their dispute.

Can Mediation Commence With Only One Party?

No, all the Parties to the Dispute must participate in a Mediation at their own free will. When a Mediation is requested by one Party, the team behind the Mediation Desk will reach out to the other Parties and invite them to voluntarily join the Mediation process.

Can I set up a Mediation Desk in My Own Organisation?

Yes, you can set up a Mediation Desk to resolve disputes and conflict within your organisation. Research indicates parties prefer the intervention from neutral external parties when there is a dispute with people within their own organisation. The PRCAI Mediation Desk provides the assurance of neutral evaluation and resolution, without making the dispute public for its members as an institutional practice.

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PR Industry Specific Mediation FAQs

What is the Difference between Disputes and Conflicts?

A dispute is a disagreement that arises over a specific matter, usually related to financial matters and processes. Disputes are usually cleaner and quicker to resolve amicably. A conflict is an unresolved dispute or disagreement, that now has additional emotional layers. Conflicts require mindful navigation of emotions and people behind the conflict and must address sentiment besides facts of the conflict.

Mediating Internal Disputes for PRCAI members

Mediation can address disputes that an organisation's internal leadership and processes have not been able to solve. Mediation can help resolve disputes arising from Terms of Employment and Financial Matters between the employer and employee. Mediation can also help resolve inter-personal conflicts and inter-department conflicts.

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For more information, please visit prcai.org or mediationmantras.com/prcai

Mediating Agency - Client disputes

Mediation is advisable to address dispute and conflicts between Clients and Agencies, that their respective teams and leadership have not been able to resolve. Mediation can help address disputes related to Scope of Work, Service Quality, and Terms of Agreement, including matters of confidentiality, and intellectual property rights.

Mediating Agency vs Agency disputes

Since PRCAI is an association in which all Members have a stake, any dispute or conflict arising between two agencies, are best addressed by neutral third-party conflict resolution professionals, which Mediation Mantras brings to the table. Mediation can help resolve disputes arising from violations of the PRCAI Code of Conduct, as well as other matters that Members feel need to be addressed.

Mediating Vendor Disputes

Disputes are inevitable, often due to misunderstandings or differences in the way a buyer-seller agreement is interpreted. Mediation can help resolve vendor issues related to quality of deliverables, and payment matters.

What other PR industry conflict can Mediation help?

In a people-driven business, conflict is inevitable. Which is why organisations must be prepared with a uniform process to address any conflicts that come their way. In the PR industry, Mediation can be used to resolve behavioural conflict between organisations and individuals, including conflict with other industry stakeholders like the Media and media persons, communities and civil society groups, and other interested parties, whenever the need arises.

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