

THE FUTURE COMMUNICATORS FOUNDATION (FCF) WELCOMES CHRIS KING OF WILDFIRE TO BOARD OF TRUSTEES

(LONDON, 21st November 2024) — The Future Communicators Foundation (FCF) is pleased to welcome **Chris King** to [The PR Trust](#) Board of Trustees. King is **Managing Director** of [Wildfire](#), a multi-award-winning tech PR agency and certified **B Corp**, based in Kingston upon Thames, UK. King brings over 25 years of experience in the PR agency sector, and is passionate about investing in the future of PR talent in the UK.

"I'm truly honoured to become a Trustee and support the international growth of the Future Communicators Foundation scholarships," said **Chris King, Managing Director of Wildfire**. "The FCF's focus on providing positive opportunities to elevate and empower the next generation of young PR leaders, while at the same time championing the role the communications industry must play in tackling current and future sustainability and climate issues, is important for our future. How could I not want to get involved?"

As part of Wildfire's commitment to the Future Communicators Foundation, the firm will sponsor **one annual academic scholarship at UKP £2500 over 4 years**. Full details will be announced in coming months.



"Having enjoyed the benefits of strong links between industry and academia when I was at University, it's now my turn to give back," said **Chris King**. "Our decision to join the Future Communicators Foundation scholarship program aligns strongly with Wildfire's status as a B Corp. Our company values are geared towards making a difference and being a force for good. We take pride in our social responsibility to the world's sustainability and climate challenge."

"We recognise that Wildfire has a responsibility to give back both to our local PR community in the UK and on a wider scale, by supporting philanthropic movements like the Future Communicators Foundation that drive positive educational opportunities for young professionals and positive sustainability and climate action from the communications industry," **King** added.

Wildfire is an award-winning, 100% employee-owned tech PR agency that combines strategic thinking and bold ideas to turn ambition into action for tech brands around the world. As a certified [B Corp](#) and [Great Place to Work®](#), Wildfire is committed to making a positive difference for society and the environment. Wildfire has received multiple awards, including [2024 Technology Agency of the Year](#) from [PRmoment](#), [B2B Campaign of the Year](#) from [the PRCA Dare Awards](#), and numerous awards from Great Places to Work®, including [Advertising, Media, and Marketing](#), with distinct awards for [Development](#), [Wellbeing](#), and [Women](#).

“Wildfire continuously ensures the principles of the B Corp framework are woven into all aspects of how we operate,” said **Chris King, Managing Director of Wildfire**. “The decisions we make, the culture we create, the partners and suppliers we engage with, and our approach to sustainability, are all a part of our culture of social responsibility. With B Corp accreditation in 2023, Wildfire joined a movement of people using business as a force for good — for our people, our clients, our community, and the planet.”

As **Managing Director, Chris King** is responsible for the day to day running of the agency with a heavy focus on international partnerships and Wildfire’s recruitment and workplace culture. A Public Relations graduate of the University of Bournemouth, Chris has a huge amount of experience in data-driven PR storytelling, insight and measurement across major global tech brands and entrepreneurial start-ups in areas such as sustainability and climate-tech. Under his leadership, Wildfire has become 100% employee owned, a certified B Corp and Great Place To Work®, and was listed as one the [UK’s Best Workplaces™ in 2024](#). The agency has also won numerous agency and campaign awards for creativity and business impact. Outside of Wildfire, Chris served a tenure as co-chair of the [PRCA’s](#) International Communicators group and is an active participant in [PROI Worldwide](#).

About the FCF

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around social responsibility to sustainability and climate. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>

LINK: <https://theprtrust.org/2024/11/21/chris-king-of-wildfire-joins-board-of-trustees/>

NEW: <https://theprtrust.org/2024/09/27/fcf-launches-2nd-year-of-global-scholarship-program/>



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