TURKS AND CAICOS ISLANDS FINANCIAL SERVICES COMMISSION

PRESS RELEASE

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TCIFSC EXECUTIVE ATTEND PRSA ICON 2026 CONFERENCE

ORLANDO, Florida; Friday, 6 November 2026 – A Turks and Caicos Islands Financial Services Commission (TCI FSC) executive recently participated in the **Public Relations Society of America (PRSA) ICON 2026 Conference**, held from 18 to 20 October 2026 in Orlando, Florida. The event brought together global industry practitioners and thought leaders to address the challenges and opportunities shaping the future of strategic communications, public relations and reputation management.

The conference centred on innovation, adaptability and leadership resilience. Key sessions explored the impact of artificial intelligence, the evolution of media consumption and the need for data-informed strategies. The Commission's attendance underscores its commitment to maintaining international standards in communication and upholding institutional trust through ethical leadership.

"Attending PRSA ICON 2026 was a transformative experience that highlighted how the human element remains at the core of effective communication," said **Dr Courtney Robinson**, Communications Adviser. "In an era of rapid technological change and fragmented media, our ability to communicate with clarity, authority and compassion is what builds lasting trust with our stakeholders. Every word matters, and we are dedicated to applying these insights to ensure our messaging remains empathetic and evidence-based."

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Throughout the three-day event, attendees took part in discussions on “Ethics Under Pressure”, emphasising the role of communications advisers in mitigating reputational risk and upholding accuracy. The programme also highlighted the importance of diverse perspectives and networking in fostering professional growth.

“Our participation in this prestigious conference reinforces the Commission’s dedication to excellence and foresight. The insights gained regarding leadership resilience and integrated communications strategies are invaluable as we continue to navigate complex regulatory landscapes. We are committed to leading with purpose and integrity, ensuring that our communication strategies not only disseminate information but also influence behaviour and sustain the high level of trust placed in the TCI FSC,” said **Mrs Kenisha Bacchus**, Managing Director (Ag).

The conference concluded with a renewed focus on “future-proofing” public relations strategies, urging professionals to distinguish genuine risks from distractions and to measure success through meaningful impact rather than simple output. The Commission remains committed to embracing these emerging trends to better serve its stakeholders and the wider community.

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