



Public relations - demystified

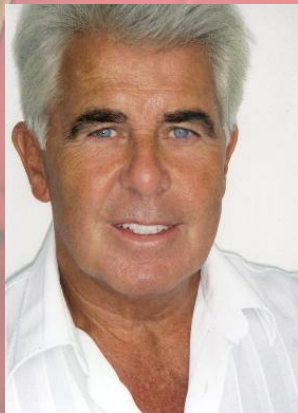
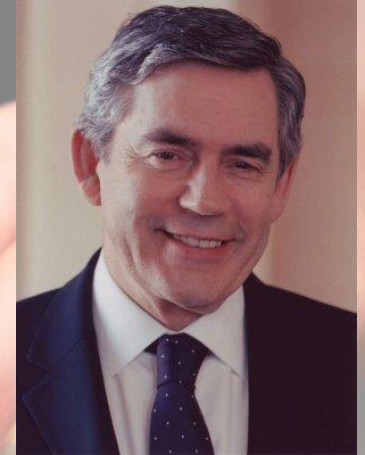
“The Thirteen Question Method”

St. John White
Prova PR

My background

- Twenty years of experience in public relations and marketing
- In-house – KPMG, Robson Rhodes
- Agency experience – McCann’s, Citigate
- Client experience: PwC, DHL, PDM, Varta, ING Car Lease, Arqiva, Siemens, The AA
- “Poacher turned gamekeeper”

PR – bête noir of marketing?



What is PR?

- Public relations is about reputation - the result of what you do, what you say and what others say about you.
- Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

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Tools of the PR trade

- Press relations – news and features
- Crisis management
- Events and exhibitions
- Media briefings
- Newsletters
- Websites, blogs, Twitter, Facebook
- Sponsorships

Thirteen question method 1

- Commitment from the top?
 - Are you big enough to do 'real' PR?
- Clarity on objectives, messages?
 - What do you really want?
- How do choose a good PR agency?
 - Right experience / Right attitude / Resist 'cast of 1000s' approach
 - Field test?
- Do you have a plan of activity / calendar?

PR – Getting it right

- “If I was down to my last dollar, I’d spend it on PR” Bill Gates, Microsoft
- Richard Branson - Virgin
- “The Obama effect”
- Gerry Robinson – Allied Domecq, Granada
- Terry Leahy - Tesco
- Michael O’Leary – Ryan Air
- Adair Turner - CBI

Thirteen question method 2

- Are you suffering from the “SI-SO” effect?
 - Monthly meetings / built-in pro-activity
- Does the campaign pass the ‘so what’ test?
 - Have an opinion – you’re the expert!
- Are you looking for off-line opportunities?
 - It’s more than just press relations
 - Web, Twitter, YouTube, newsletters
- Do you love your agency enough?

Thirteen question method 3

- Is your agency making a profit?
- Do you understand the retained hours arrangement?
- Get housekeeping straight – what's in / what's out?
- Evaluation – clarify from the start – what are we measuring / how do we do it?
- Are your PR people fun to work with?

Final thoughts..



A close-up photograph of a person's hands holding several red plastic cups. Each cup features a green recycling symbol. The person is wearing a gold watch on their left wrist. The background is blurred, showing a wooden surface.

Questions