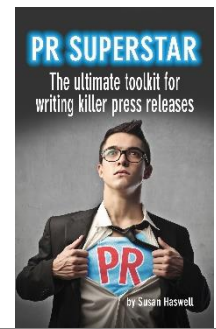


Downloads to accompany Audio Book



Activities & Tools from Page 27, PR Superstar

Tool	Audiences	Success & Comments
Media Relations		
EXAMPLE: Press conference	<i>Shareholders</i>	<i>Successful for Q&As, great for feedback. Comments used in annual report</i>
Media Relations	Audiences	Comments
Press conferences Press releases Articles and features One-to-one briefings Interviews Background briefings/materials Photography Video News releases Online Press Office		
Your own website		
Integration with Social Media Data capture Autoresponders Research Newsfeeds Ezines Testimonials Links to other sites Source of information Updated Relevant SEO		
Research		
Organisations Public relations programmes Issues monitoring Results monitoring Focus groups/surveys		
Community Relations		
Direct involvement Events Sponsorship Donations to causes Meetings & Roadshows Posters/banners Visits and networking		

Website Community section/forum Direct contact		
Social Media		
Facebook Twitter Linked In Pinterest Quora Review constantly for new brands		
Competitions		
Your product? Others' products? Affiliate links? SocMed Shares Check out terms & conditions for comps		
Internal Comms		
Videos/CDI/CDRom Briefings/meetings Newsletters Quality Guides Intranet/Extranet Case studies Feedback Direct contact Emails/letters Telephone Forums Training events		
Direct Mail		
Annual Reports Brochures/leaflets Customer reports External newsletters General literature Case studies Letters and emails		
Exhibitions (trade, virtual, public)		
Literature Sampling Demonstrations Audio Visual Stands & Displays QR Codes		
Lobbying		
One-to-one briefings Background Material Videos Literature Group briefings Ongoing contact Research		
Conferences		

Event management Audio visual Literature Entertainment		
Liaison		
Internal (counselling & coaching) External		
Internet		
Newsletters On-line research Email/website Community news and events Webinars		
Sponsorship		
Community events Individuals Sport Arts Internet Worthy Causes		
Financial Relations		
Annual reports Briefing materials One-to-one briefing Media relations Entertainment		
Corporate Identity		
Design Implementation Competition to design		
Crisis Management		
Training Planning Implementation		
IT		
Internet Intranet Extranet Blogging Training		
Training		
Volunteering Upskilling Seminars/events Webinars		
Special Events		
AGMs & SGMs Special occasions		
Advertising (PR Led)		
Corporate Product Launch Events		

