



Reimagining PR for Events

- 1 The impact of the pandemic has affected all sectors of business from Retail and Hospitality to Tourism, Travel, Culture, Sports and the Events associated with them.
- 2 Some sectors have been put on hold, others have pivoted by going online with e-commerce sites and virtual events. Others have reinvented themselves by diversifying and introducing innovative offerings and products.
- 3 With income radically reduced, marketing budgets and public funding are under pressure. In crisis or downturns, marketing can be the first budget to be cut. This can be counter productive as this is the time that marketing support is needed.
- 4 PR is a resilient cost effective marketing tool that can be effectively used to promote a business and to deliver awareness and sales.

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The Marketing Mix

The synergy between the marketing functions

- Advertising - Traditional and Digital Platforms
- Public Relations - Traditional and Online Platforms
- Digital Marketing
- Social Media
- Influencer Marketing

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Advertising v PR

The Differences

Budget – Above The Line V Below The Line

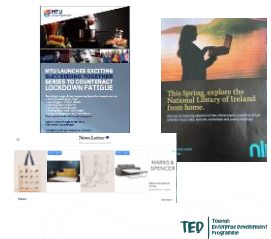
Content and Style of Information;

- Advertising = Selling Message - Buy Space
- PR = Telling message - Secure editorial content
- Advertorial - Combination - Buy space + editorial content



PR

Advertising



Advertorial



Synergy Advertising + PR

Public Relations

- Communications create awareness and builds credibility
- Storytelling - detailed content
- No guarantees of coverage
- Normally precedes advertising

Advertising

- Sells working with a controlled message
- Ad Spend provides leverage to generate editorial coverage with media platform

The trend is towards an integrated approach with PR increasingly managing media buying or working in tandem with media buyers



What Is Public Relations

'COMMUNICATION'

"The planned and sustained effort to establish and maintain mutual understanding between an organisation and its public".



Communication Channels

Internal, External and Community Relations

- Media Relations – Traditional & Digital across Print, Online, Radio and TV Platforms
- Media Engagement – Press releases, One 2 Ones, Previews, Interviews, Sampling
- Event Management – Press conference, Launches, Openings, etc
- Experiential - Stunts, Activations
- Exhibitions/Workshops/Seminars
- Promotional Activity
- Sponsorship
- Direct Mail
- Social Media
- Influencer Marketing



The Role of PR

- To inform key audiences or target markets about your Business, Brand or Event
- To create awareness of your services, brand, product and offering
- To increase and raise the profile of your business or event
- To build credibility through detailed information
- To develop a personality for the business or event
- To generate sales and enquiries
- To support funding and sponsorship applications



The PR Plan

Develop a PR Plan - Adopt a strategic approach - Who, Where, Why, What, When, How?

- | | |
|--|---|
| • What do you want to achieve? | Identify the key Aims and Objectives |
| • Who do you want to talk to? | Existing and potential customers, sponsors, etc |
| • Where will I reach this audience? | Research the media platforms these relate to |
| • What angles or opportunities exist? | List all the potential activities you can think of |
| • Why would the media be interested? | Select the activity that creates the newsworthy story |
| • Who to approach to promote my story? | Research the right journalists for your story |
| • How much can I afford to spend? | The budget! |



PR Plan-Activities

Research and identify all potential newsworthy angles

Different stages of a campaign - Launch, Event and Post Event

- Launch of a new/existing event – Announcement of Date, Venue, Acts, Tickets on Sale
- Significant Anniversary or Milestone
- Sponsorship of a national or regional community based event or initiative
- Announcement of a new sponsor coming on board
- Association with a local event
- An award received, achievement by one of your team, company appointments, etc
- Customer incentive
- Tailor global activity to local level

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PR Plan-Media Platforms

Where can I amplify the message? Create Your Media List

- Newspapers and Online Platforms
- Consumer, Specialist and Trade Magazines and Online Platforms
- Broadcast includes Television, National and Local Radio Stations
- Social Media – Facebook, Instagram, Twitter, Tik Tok
- Influencers Social Media Channels
- Direct Mail and eShots – GDPR

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Print, Online & Broadcast

Derry Journal

News you can trust since 1772

News Letter

News you can trust since 1737

Belfast Telegraph

THE IRISH NEWS

Sunday Life



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PR Plan-Media Sectors

House Styles

- Broadcast or Tabloid
- Style of reporting
- House policies for crediting sponsors and brands in editorial and photography

Media Sectors - Editors and Teams who specialise in areas

News, Features, Business, Sport and Photography - Desks and Editorial Teams

Features covers Lifestyle, Tourism, Travel, Hospitality, Entertainment, Food, What's On?

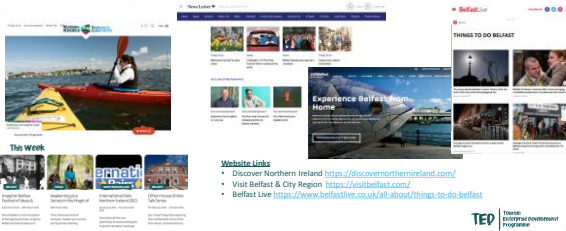
Editors, journalists and freelance writers – ensure to contact the right person

Establish a rapport and build a working relationship



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What's On



Website Links

- Discover Northern Ireland <https://discovernorthernireland.com/>
- Visit Belfast & City Region <https://visitbelfast.com/>
- Belfast Live <http://www.belfastlive.co.uk/all-about/things-to-do-belfast>

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PR Plan-Media Relations

Media Relations is the foundation of PR Activities
Press Release and Photography form the basis of media relations

- Press Releases**
 - Media Educationals
 - Case Studies
 - Press conference
 - Promotional activity
- Photocalls**
 - Press Previews
 - Profiles
 - Media Launches
 - Direct mail
- Photography**
 - Videography
 - Desk Drops
 - Interviews – Print, Radio, TV, Podcasts
 - Media Launches – Virtual, Live or Hybrid

- The available budget will determine what activities can be implemented.
- Develop a Strategic Plan of Activity working with what you can afford to do

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The Press Release

The fundamental and most effective PR Tool

The Inverted Pyramid
Information in the descending order of importance

- Who Where Why What When & How
- Keep language clean and simple
- Ensure it is factually correct
- Keep it short and to the point - 1 page
- Contact Details and Be Contactable
- Trend towards including a photograph to create more context



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PR PLAN-MEDIA RELATIONS

Press Release

Concise Attention Grabbing Headline

Introduction

Always include the 5 Ws (Who, Where, Why, What, When) and then in the opening paragraph. The headline needs to know why this should be read in the first and last sentence of the release to grab the reader's attention.

Use the inverted pyramid structure to ensure all of the important information that you want to get across is covered in the first 100 words of the release. The second paragraph and forward to the end, repeat and expand on the main point, which is the focus of the release. Repeat the 5 Ws in the third paragraph. The release should be around 100-150 words, it will be the first 100 words that will be read.

Write strong and concise, short fully descriptive paragraphs and ensure the facts and figures are correct. Also ensure the headline is included in the first paragraph. The headline should be placed at the top of the release, it should be placed at the top of the release, it should be placed at the top of the release.

At the bottom of the release, include the contact details for the person who is sending the release and include the contact details of the person who is sending the release. Also include the contact details of the person who is sending the release.

Footer:

For further information contact TED at info@ted.co.uk or call 01234 567890

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PR Photography

'A picture speaks a thousand words'

- Important that a photograph - shot - image accompanies the press release
- Helps to animate the story and supplies content to the media channel
- Ensure you have copyright on the shots
- Caption the photography - Title or Embedded
- High resolution minimum of 1mb per shot.
- Over 8mb use WeTransfer or Dropbox links

Types of photography

Product shots - Locations, Venues, Hotels, Restaurants, Food, Acts/ Artists

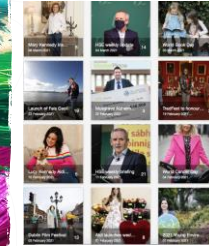
- Stock Shots or Set up own photoshoot

Photocall - Set up to promote a specific purposes such as Launch, Press conference

- Book a photographer to capture and release to photographic & news desks
- Co-ordinate the elements to create the shots that reflect the event.
- Avoid heavily branded shots



The Photocall



Engaging with the Media

- **Targeted** or General Approach to issuing press releases?
- Remember you are **one of many** sending in press releases so aim to **stand out**
- Understand that journalists **won't always respond**
- If offering an **exclusive story** ensure that you only approach **one journalist** at a time
- Journalists work to **deadlines** so ensure speedy responses if asked a question
- **Email is the main form of communication**
- Subject line - Clearly state the **headline** of the press release
- **Personalise** the **greeting** with a short introduction why you're getting in touch
- Include the **press release** in the **Main Body** of the email
- **Attach** the **press release** as a word document to facilitate editing
- Send the **photography** as an **attachment** or **WeTransfer** or **Dropbox** link if too large
- **Follow up** with an email and a phone call.
- **If they don't respond try someone else.**



Monitoring

Media Monitoring tracks coverage providing material for reporting

- Monitoring the media for coverage can difficult time consuming
- Set up a Google Alert
- Engage a service to track print, online & broadcast media coverage
- Daily alerts allow you track where coverage has appeared
- Print coverage shows circulation figures /UMV data is available
- Create a detailed report evaluating the coverage received
- Work with media monitoring company's tools or do it manually
- Media Impressions versus AVE (Advertising Value Equivalent)



Evaluation Report Sample

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Crisis PR Management

Risk - There is always the possibility that something could go wrong
Cancellation of an event, Act pulls out, Bad Conditions weather, traffic.....
Social Media – News travels fast – Citizens Journalists

Be prepared - Put a Crisis Communication Plan in place

Plan A-Z how to manage media enquiries in the event of an emergency

- Step by step of what to do
- Nominated spokespeople
- Contact numbers for all key personnel
- All the team need to be familiar with it

Always respond to the media immediately and acknowledge the enquiry

After assessing the situation Draft and Issue a Media Statement detailing the response

Stay contactable

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PR DOS

- Research the media in your sector
- Understand the style of content they like
- Reach out and introduce yourself and your event
- Build a rapport and working relationship
- Aim to maximise publicity opportunities
- Always be pro-active
- Respond promptly to media enquiries

PR DO NOTs

- Ignore a media enquiry
- Respond with 'No Comment'
- Pester journalists for coverage
- Send press releases for the sake of it

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Questions?

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