

PR WORKSHOPS: QUICK TIP SHEET



Why everyone needs a PR toolbox?

Not everybody can afford or wants to outsource their PR and related communications services. We get that. And so we offer clients customised hands-on workshops to help teach you what we have learned over the years.

Solid PR programs can be the key to business growth.

"In doing we learn."

George Herbert

Undertaking PR is about:

- Doing an audit of your current PR activities – asking what works and what has not and why?
- Being open to fresh ideas
- Having consistent key messages for media
- Using your social media professionally and in sync with any PR campaigns

It can be empowering to bring PR in-house and manage your brand and media profile. It is also vital to understand what PR and social media can do for your business and profile, even if you hire an expert to manage it longer term.

How do you decide whether to self-manage PR?

- Be very clear about the fee structure and your budget before signing an agreement with an agency or contractor.
- Dedicate a regular amount of time and resources to PR over at least a 12 month period for exponential results.
- Ensure PR and marketing campaigns complement each other – but realise they are different beasts.
- If you're going to do your own PR, be honest with yourself about the time you have to dedicate to this important activity. If you don't really have enough time or experience to run a solid campaign, consider appointing external help.
- If you're looking for PR support, ask for referrals to agencies or individuals with which they have had great experiences.

Having worked in all things media and PR since 1997, Amber Daines is happy to teach you some of the insider tools and rules of managing your PR campaigns from planning to implementation and measurement. To get a quote on our PR coaching services, just get in touch.

Amber Daines

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A Media Skills™ Trainer