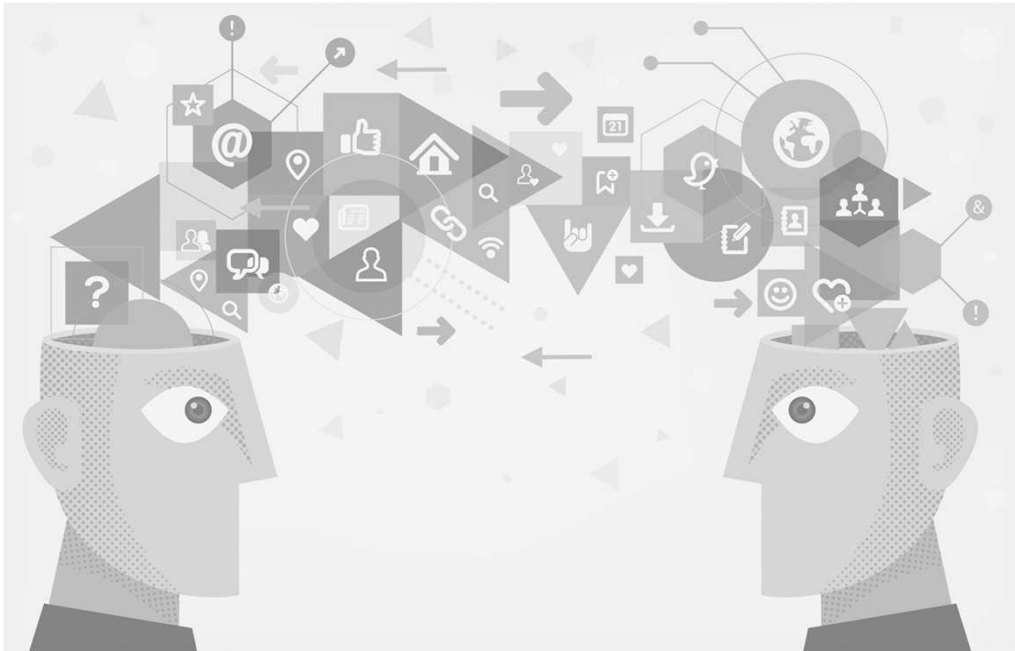


# PR for professional organizations



# PR?

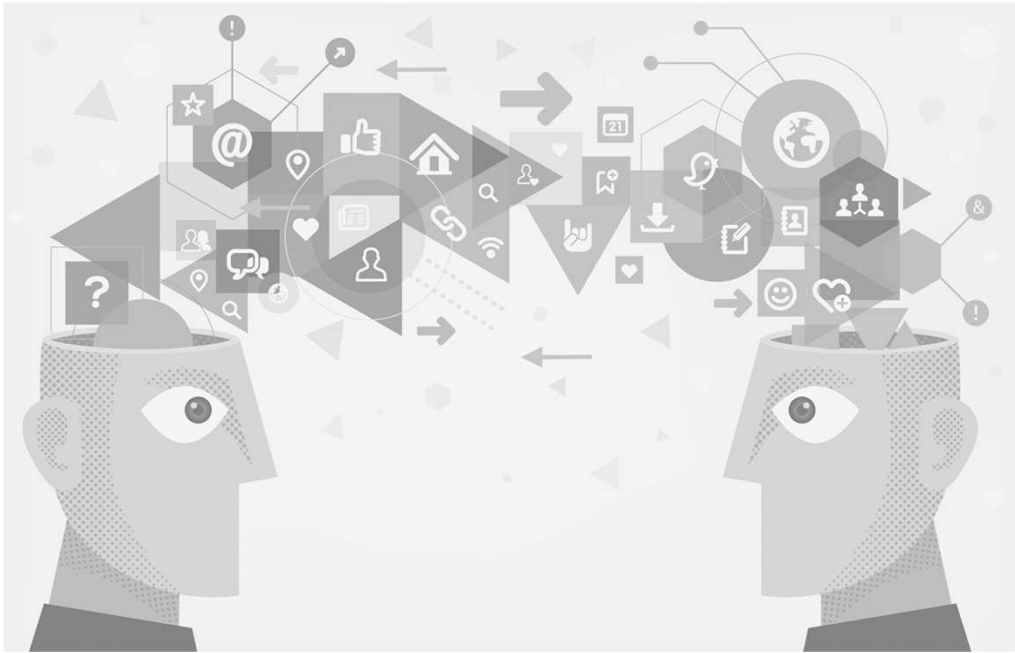


Stimulates informed decisions through communication. Information with relevance with the right stakeholders-internal or external - at the right moment, and on the appropriate channel.

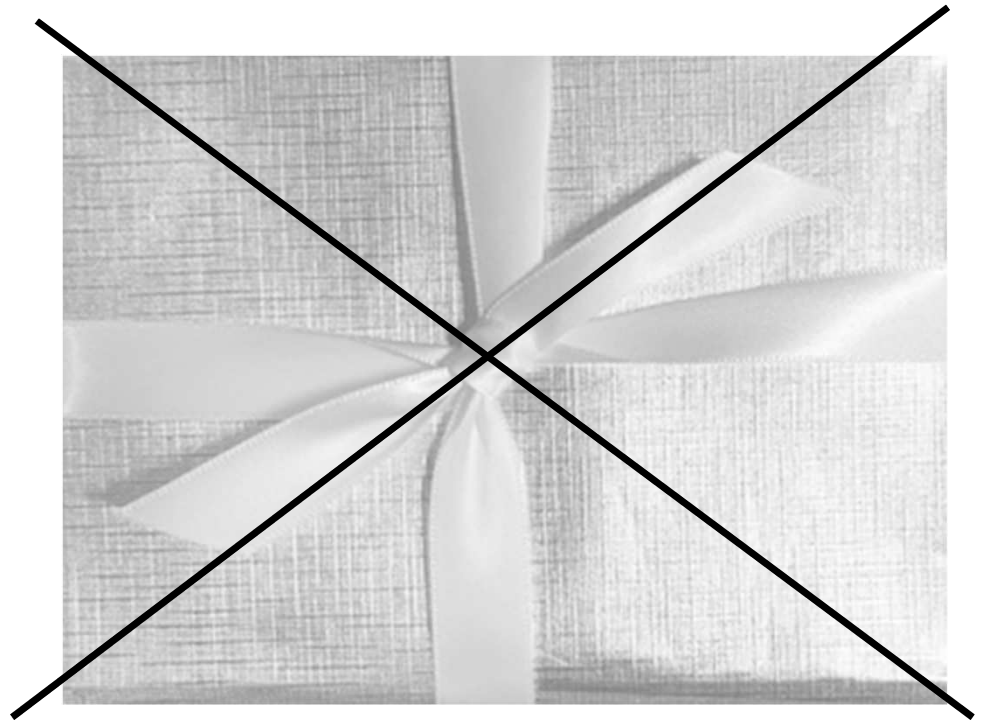


Nice wording wrap, spin on issues, nice photos, scarfs and ties, media relations only, gifts, glam, looks over content.

# PR?



Stimulates informed decisions through communication. Information with relevance with the right stakeholders- internal or external- at the right moment and on the appropriate channels.



Nice wording wrap, spin on issues, nice photos, scarfs and ties, media relations only, gifts, glam, looks over content.


23,440

23,440

media mentions per year

# 23,440

media mentions per year




print, online publications  
and blogs, radio and TV

29,770

media mentions per year about football

# 29,770

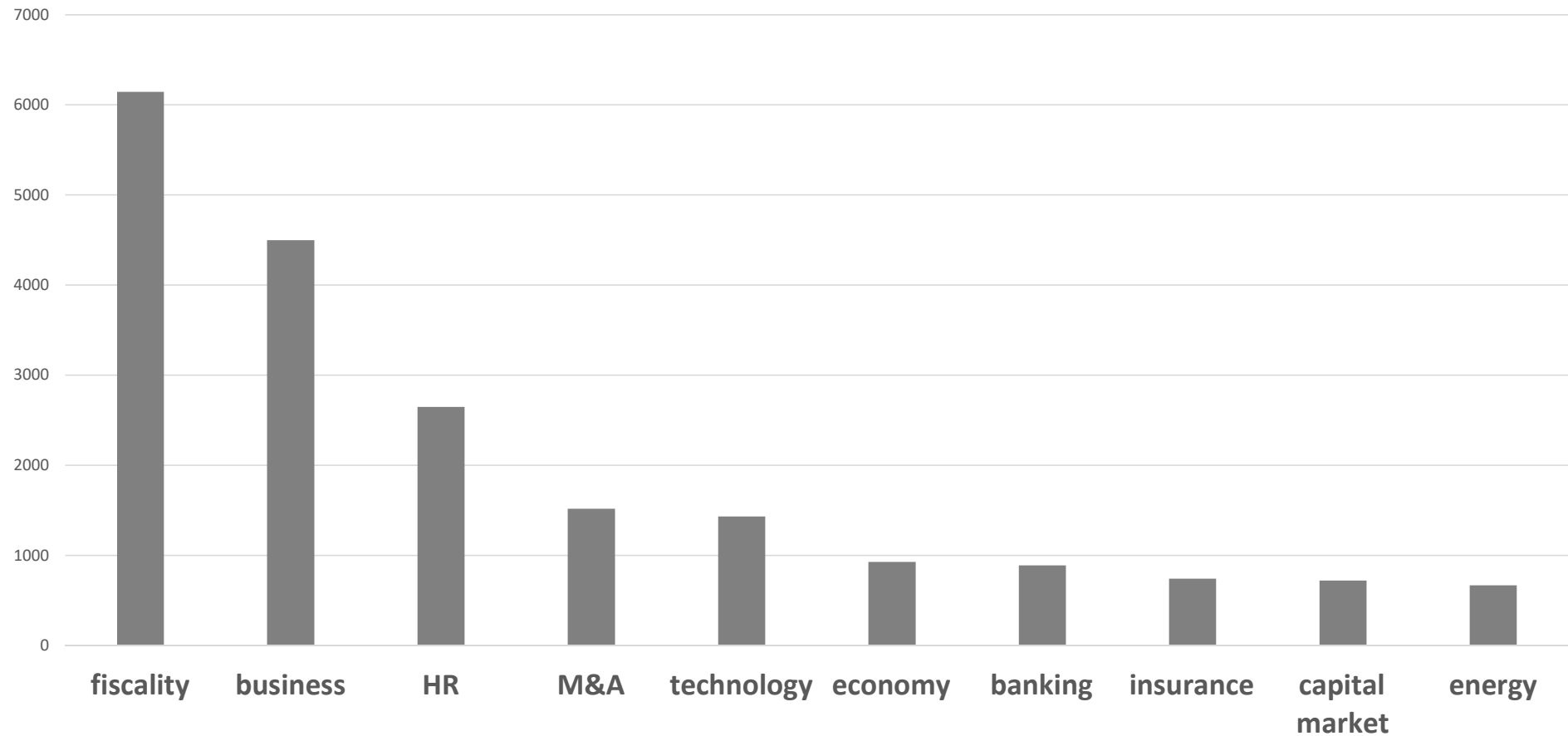
media mentions per year about football



Limited to top 100  
online publications and  
blogs, print, radio and TV



# TOP Subjects



WHAT'S IN IT FOR THE STAKEHOLDERS?



WHAT'S IN IT FOR YOU?

Makes CLIENTS  
aware about what  
you know and  
what you do.

WHY?

Makes CLIENTS  
aware about what  
you know and  
what you do.

WHY?

Responds to  
JOURNALISTS  
interest in subjects  
of your concern.

Makes CLIENTS aware  
about what we know and  
what we do?

Sets the PUBLIC  
AGENDA on issues:  
signals problems,  
offers solutions,  
raises questions.

WHY?

Responds to journalists  
interest in subjects of our  
concern.

Makes CLIENTS aware  
about what we know and  
what we do?

Sets the public agenda  
on issues of the various  
industries- thus helping  
our clients.

# WHY?

Responds to journalists  
interest in subjects of  
our concern.

Offers insights and  
specialized view on  
matters concerning  
THE INDUSTRY,  
DECISION MAKERS,  
the public.

Makes CLIENTS aware  
about what we know and  
what we do?

Sets the public agenda on  
issues: signals problems,  
offers solutions, raises  
questions.

Shows how is like to be a  
consultant.  
**WHY?**  
Generates interest to  
possible NEW EMPLOYEES  
and may attract talents.

Responds to journalists  
interest in subjects of our  
concern.

Offers insights and  
specialized views on  
matters concerning  
industries, the decision  
makers, the public.

Makes CLIENTS aware  
about what we know  
and what we do?

Responds to journalists  
interest in subjects of our  
concern.

Shows cases and  
solutions which  
show how is like to be  
a consultant and a  
specialist. Generating  
interest to clients.  
employees and may  
attract talents

# WHY?

Sets the public agenda on  
issues: signals problems,  
offers solutions, raises  
questions.

Offers insights and  
specialized view on  
matters concerning the  
industry, the decision  
makers, the public.



Makes CLIENTS aware  
about what we know  
and what we do?

Sets the public agenda on  
issues: signals problems,  
offers solutions, raises  
questions.

Shows how we like to be  
consulted and how we  
work. Generates  
interest in possible new  
employees and may  
attract talents

VISION  
WHY?  
KNOWLEDGE

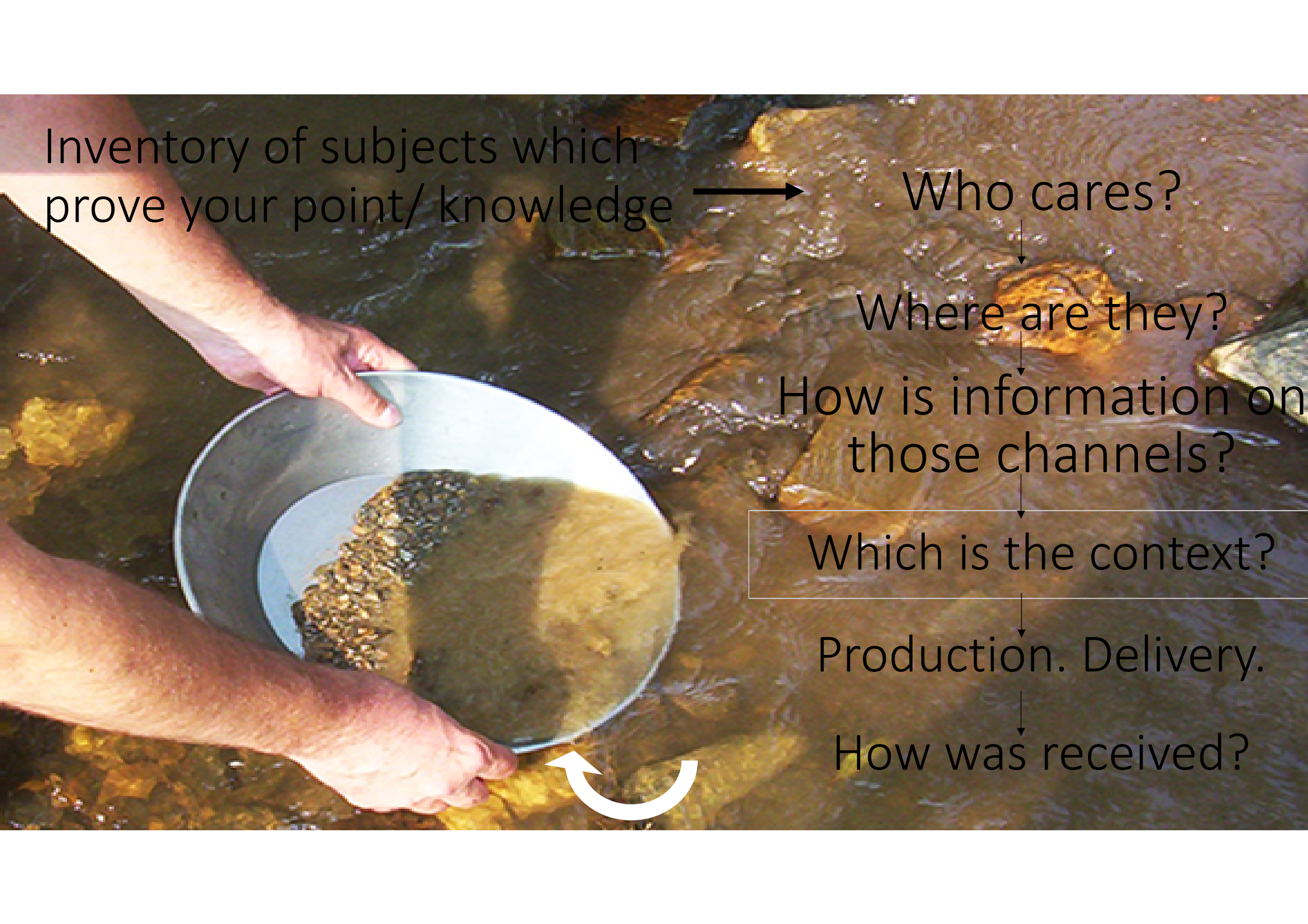
Responds to journalists  
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Offers insights and  
specialized view on  
matters concerning the  
industry, the decision  
makers, the public.





How?



Inventory of subjects which  
prove your point/ knowledge



Who cares?



Where are they?



How is information on  
those channels?



Which is the context?



Production. Delivery.



How was received?



# Inventory of your subjects

## Which subjects convey your expertise?

How often can we be interesting?

News worthiness vs. generating interest.

What information we have available, from where, who is collecting it?

How is the format of information best conveyed? Who executes?

Text, film, infographic, picture, interview?

Timing of delivery- execution

## Who cares?

Why is it important? How can I make them care?

## Where are they?

Do we have a channel opened? Worth investing?

## How is information on those channels?

Can we do it? Resources? Timing?

## Which is the context?

Is it appropriate timing? Can we get a momentum?

Can we build one?

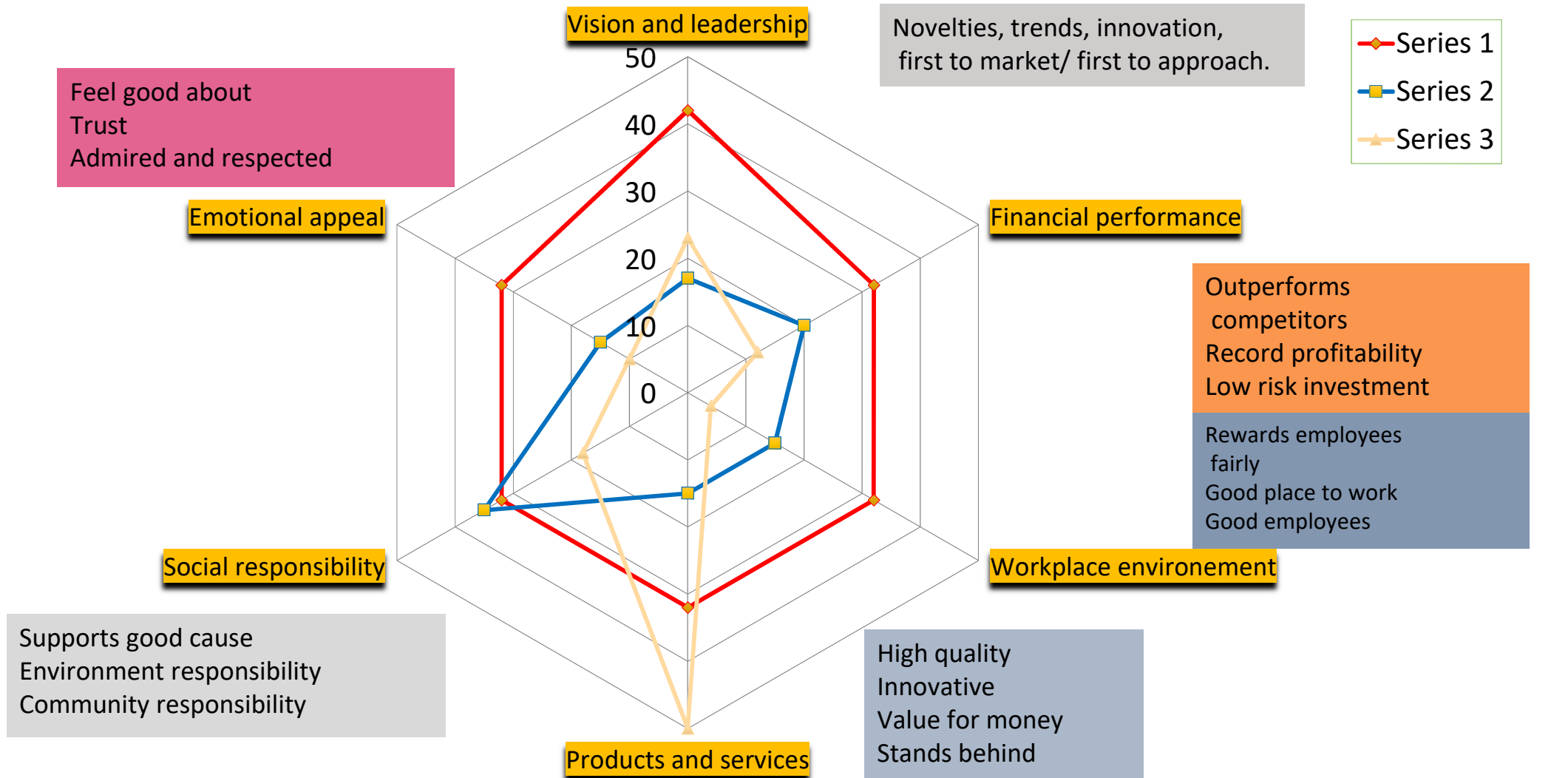
## Production. Delivery.

## How was received?

Can we adjust? How?



# Reputation vectors- possible compass



Inspired by Reputation Institute and Forbes 500

Thank you!  
Questions, please!



JUST IN CASE



The single biggest problem in  
communication is the illusion that  
it has taken place.

George Bernard Shaw