

STRATEGIC PUBLIC RELATIONS



How to be more strategic
in your practise of PR



Public Relations is the way in which an organization, entity, brand or institution, interacts and interfaces with identified audiences, stakeholders, partners and interest groups in its ecosystem and society to create **space and **support** for the fulfilment of its mission.**





Public Relations helps a business or brand to create goodwill, earn a trusted space in society; build collaborative alliances, achieve recognition, visibility and a respected presence in the eco-system and in all identified spaces that are relevant to its interests





Strategic Public Relations takes a comprehensive approach that aligns all brand touch-points with the central objective of influencing behaviours, winning support, gaining acceptance, building relationships with identified stakeholders in an ethical and sustainable manner





PR specialists:

- Advise Government officials on state protocol and hosting etiquette
- Advise Politicians on elections strategy
- Advise CEOs on how to navigate political complexity and manage regulatory **relationships**
- Advise Businesses on how to manage community relationships
- Help Brands become more visible in society
- Help to build a loyal customer base and **goodwill** brand ambassadors
- Help to keep investors **engaged** and informed
- Ensure that marketing plans maintain a personal touch
- Work hard to make a brand **likeable**





Strategic PR is a structured approach that leaves no room for failure. It is integrated and does not take a *Let's-go-with-the-flow* approach
Every element of the strategic PR plan is pre-designed and detailed to achieve set objectives



**A Strategic
PR Plan would
ask the following
questions ..**





- What are we trying to achieve?
- Who are the most influential people that can help us? And why would they?
- What do we know about them?
- How do we reach them?
- What do we want them to KNOW about us?
- How do we want them to FEEL about us?
- What would we like them to DO?
- How do we go about establishing this relationship in the appropriate way?
- What are the risks and sensitivities to navigate?
- What does success look like?
- What would they expect from us in return?
- **What are our red lines?**
- **What is our Plan B?**



Strategic PR leaves no room for failure. You take nothing for granted. You script every little detail as you would for a movie or a TV production set



Join US! ^{ON} July 31



2nd SA&A CPDSO-Accredited PUBLIC RELATIONS, MEDIA & STAKEHOLDER MANAGEMENT COURSE Cohort

Learn how to leverage on traditional and new media platforms and effectively manage relationships with key stakeholders and the public in pursuit of business or institutional objectives



Online with Sola Abulu
ZOOM

9AM - 4PM WAT



WHAT YOU WILL LEARN?

Understand how to use media and public relations strategies and tactics to advance your business and organizational objectives

Learn how to understand the media landscape, and leverage on media platforms to position your business or organization effectively

Learn how to ethically advocate and influence audience and stakeholder perceptions

Register:

<https://www.solaabuluassociates.com/signup-interest/>

WHO CAN ENROL?

Leaders, practitioners and professionals with a responsibility for managing, or supporting Strategic Public Relations, Media, Corporate External Relations & Stakeholder Management for a business, brand, organization, public or private sector institution or entity

CONTACT US

- 1 Strategic PR Planning for your business, brand, organization or institution**
- 2 Media Training for your Senior Executives**
- 3 Social Media Awareness Training for Employees**

