

PRO = Public Relations a Officer

Public Relations
Concerted effort
Create and maintain positive image
Build good relationship
Obtaining favourable publicity

Techniques used in PR

Events
Road shows, exhibitions, open days

Guinness - Arthur's Day
250th Anniversary
Music events
Became any all event

News Conference
Invite media
Newsworthy announcement
Jobs creation, new product
Story makes it into newspapers

Public service activities
Help community

Tesco for schools and clubs
Computers and equipment
Vouchers collected
Sales increase
Goodwill improves

Sponsorship
Donates money
Event or team
Prominent exposure of its name

3 sponsor Irish soccer team

Functions of Public Relations

Attract publicity when launching a product
PR stunt
Newspapers, media
Increase awareness

Ryanair's new routes
Micheal O'Leary dresses up
Rome - O'Leary dressed up as the pope

Sponsor Events
Appeal to their t.m.
Meteor - Irish Music Awards

Build an Image
Hope customers admire
Buy more products as a result

McDonalds - Ronald McDonald children charities
Donates money to the children's hospital, Crumlin

Defending from bad publicity
By putting their story across

McDonalds Supersize Me
Responded by outlining that they sell juices, water, salads, fruits, etc.