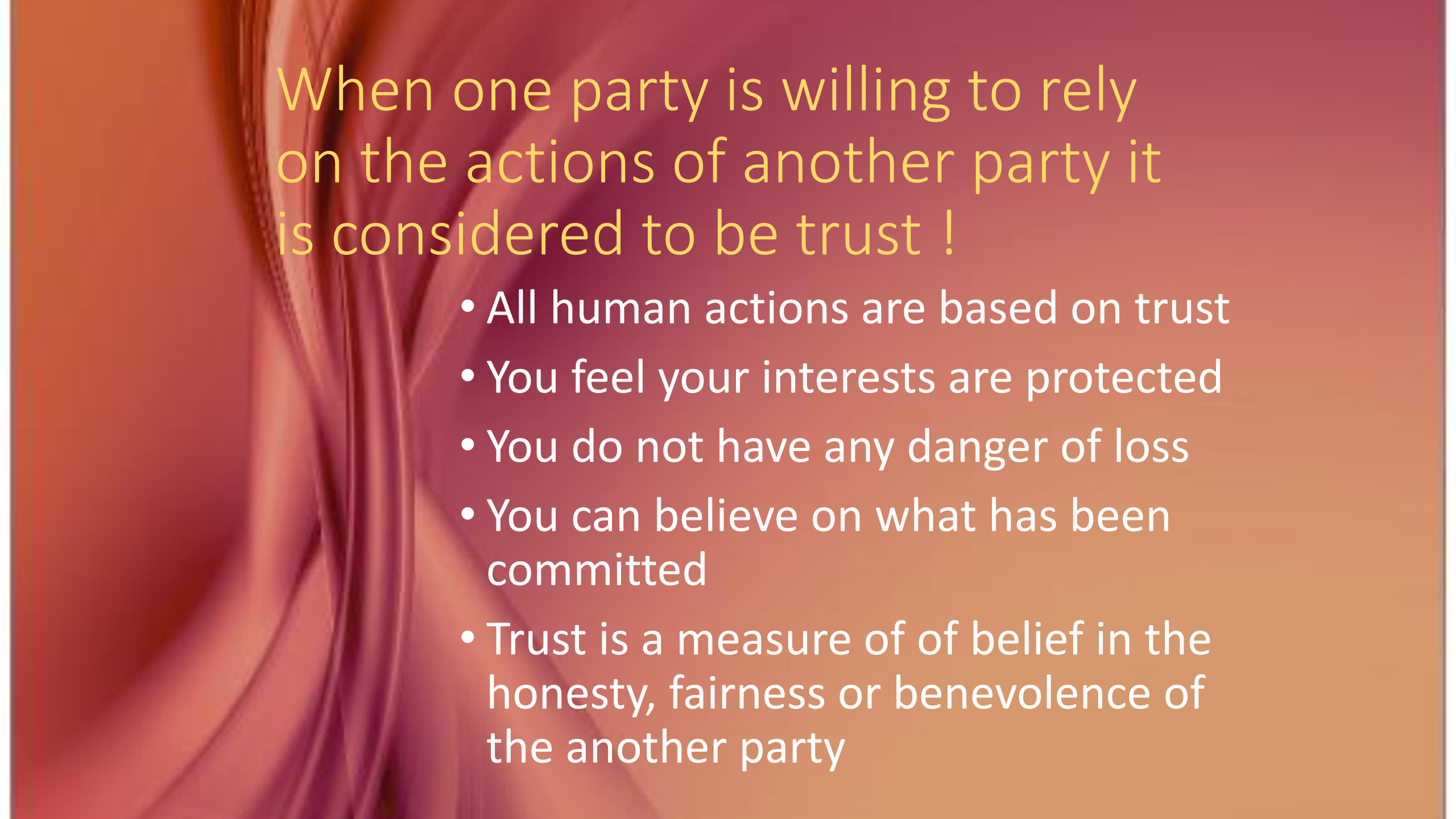




Public Relations Management




Foundation of Every
relationship is faith,
belief and Trust

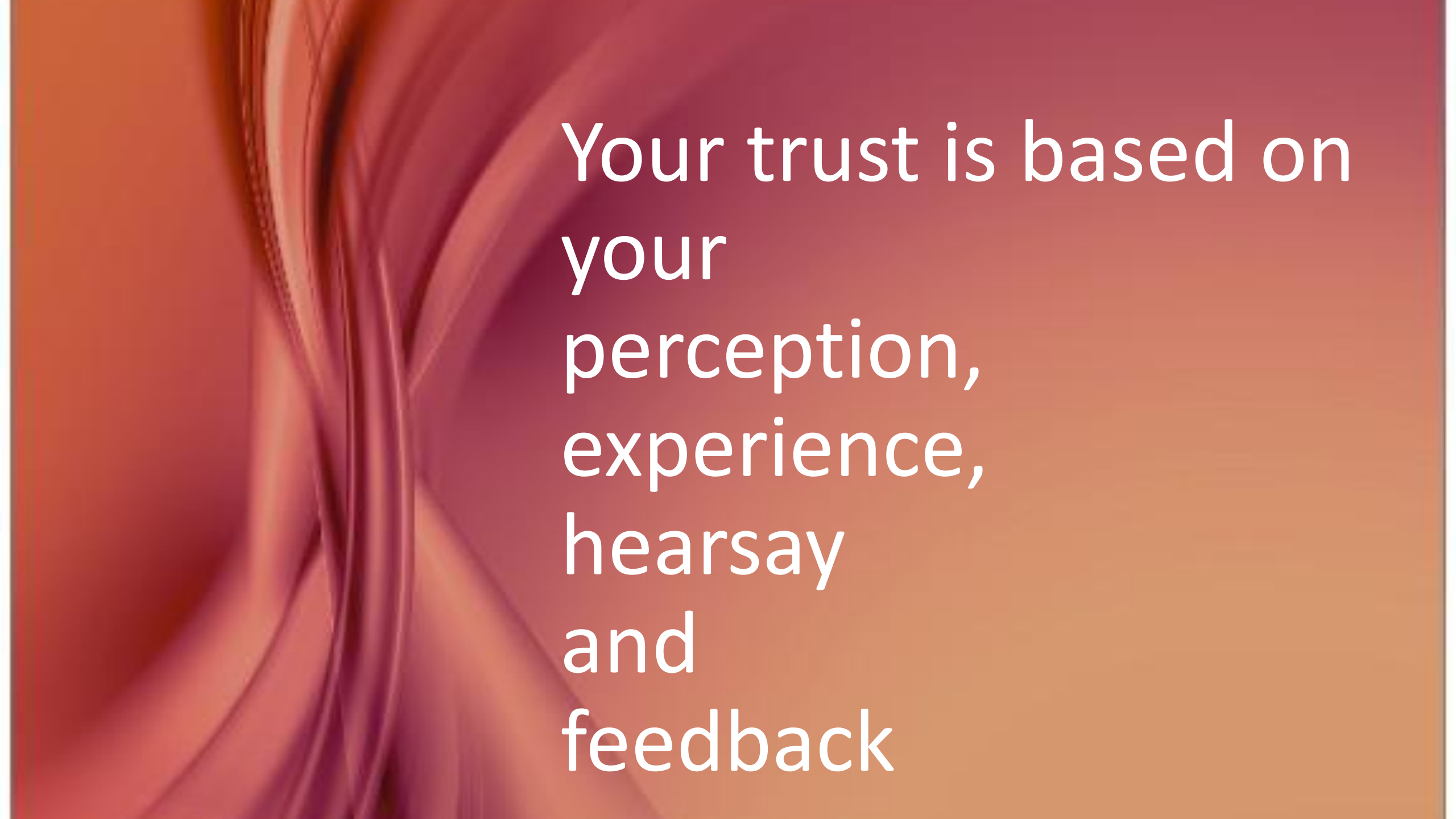


When one party is willing to rely on the actions of another party it is considered to be trust !

- All human actions are based on trust
- You feel your interests are protected
- You do not have any danger of loss
- You can believe on what has been committed
- Trust is a measure of of belief in the honesty, fairness or benevolence of the another party



Trust brings with it
Harmony,
empowerment ,
growth
and smiles
for every one !!



Your trust is based on
your
perception,
experience,
hearsay
and
feedback





Image and
Reputation play
pivotal role in
building your
perception and
trust

IMAGE

...what others feel and perceive about
you !!

The Management of positive
Image is

Public Relations



PUBLIC RELATIONS IS A
SUSTAINED, PLANNED AND
DELIBERATE
COMMUNICATION, BASED
ON TRUTH, TO PROJECT
RIGHT IMAGE OF THE
ORGANISATION.

Public Relations is a decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods.



P Performance

R Recognition

Public Relations, Media and Advertising...the connect !

- Basics are common
- Communication skills required
- Creative minds needed
- PR-Using Advertising
- Advertising Agencies exploring PR opportunities
- PR skills help journalists
- Journalism knowledge makes you better PR person

Public
Relations
is
a way of
life !



What is
Public Relations?
Define...



Wine,
Dine And
Flexible Spine...



PR is changing now ; becoming
more professional !

... P R ... PEE YAAR ...



Corporate Communications



MISCONCEPTIONS

*RIGHT
IMAGE*

MISCONCEPTIONS



Public
Support

Improved
Sales

Employee
Satisfaction

Brand
Value

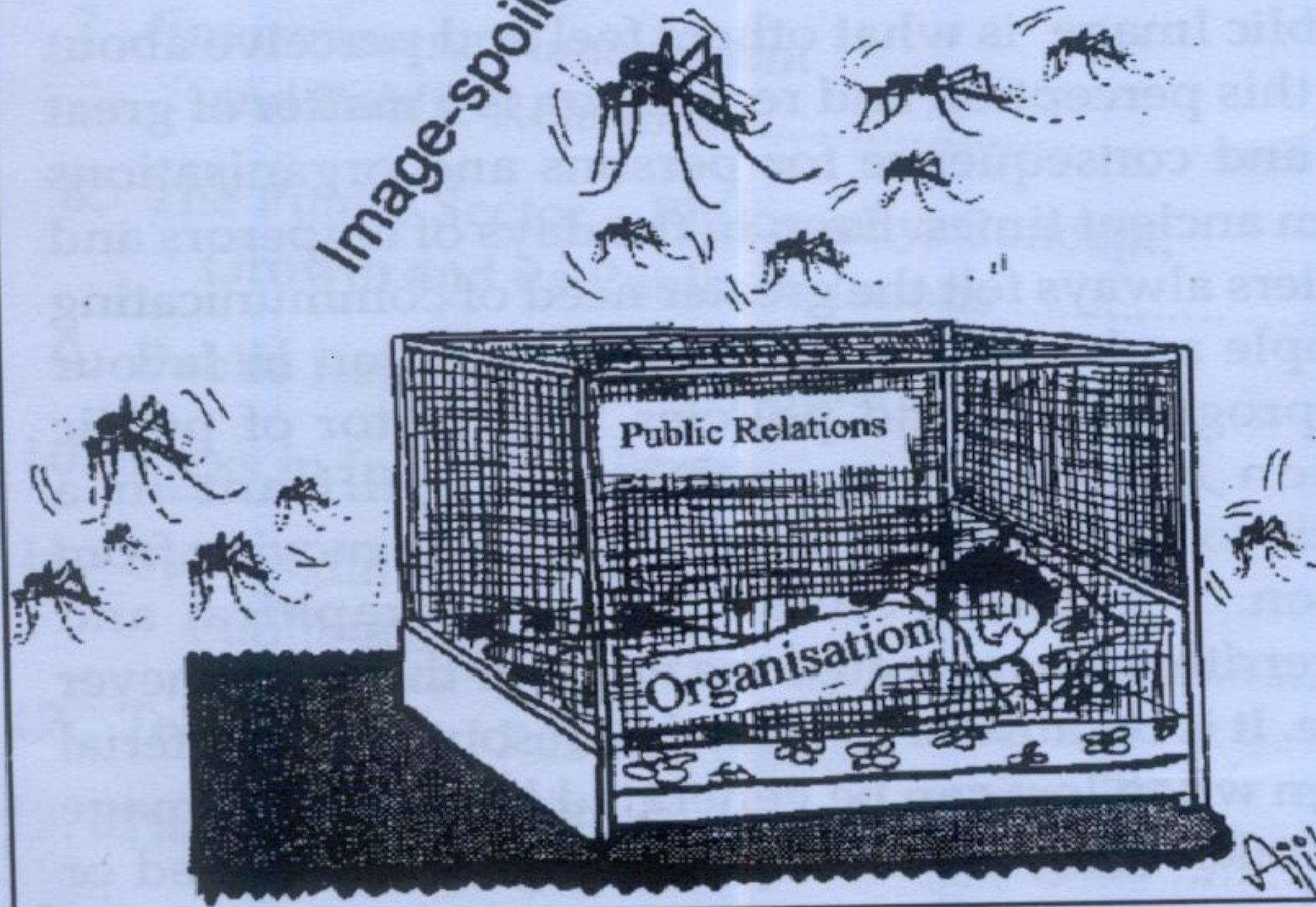
Profitability

Visibility

Overcoming
Misconceptions

Organisation Grows with
strong Public Relations

Image-spoilers





Public Relations

is a

Two way Communication

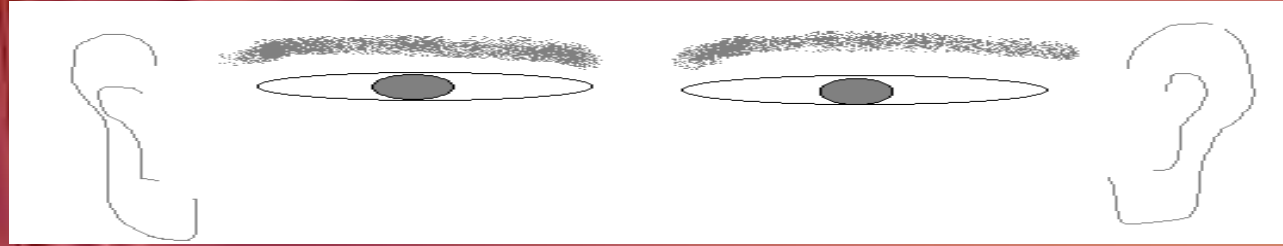
Public Relations is
different from
Advertising
- which is paid.



PR IS
90% DOING
GOOD
.....AND
10% TALKING
ABOUT IT !



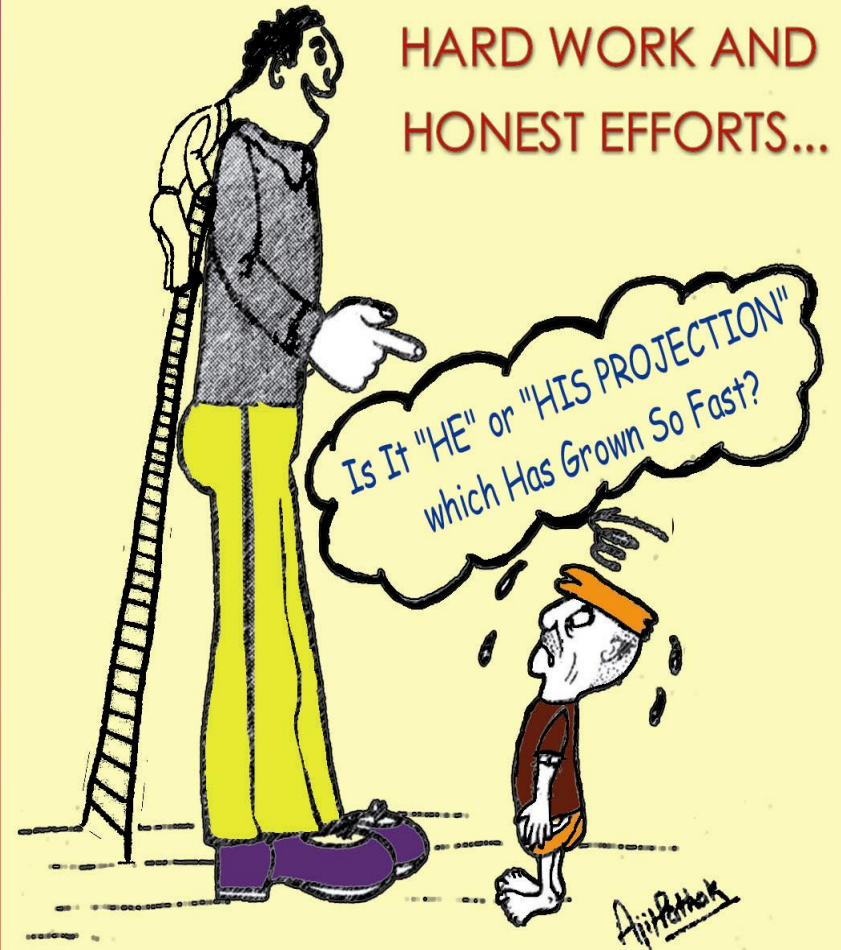
PUBLIC RELATIONS - EYES & EARS OF MANAGEMENT



- AS A SOCIAL SCIENTIST, SCANNING & UNDERSTANDING THE ENVIRONMENT IN WHICH ORGANISATION OPERATES
- ADVISING MANAGEMENT OF PUBLIC PERCEPTION AND EXPECTATIONS
- KEEPING VIGIL ON INDUSTRY / COMPETITORS

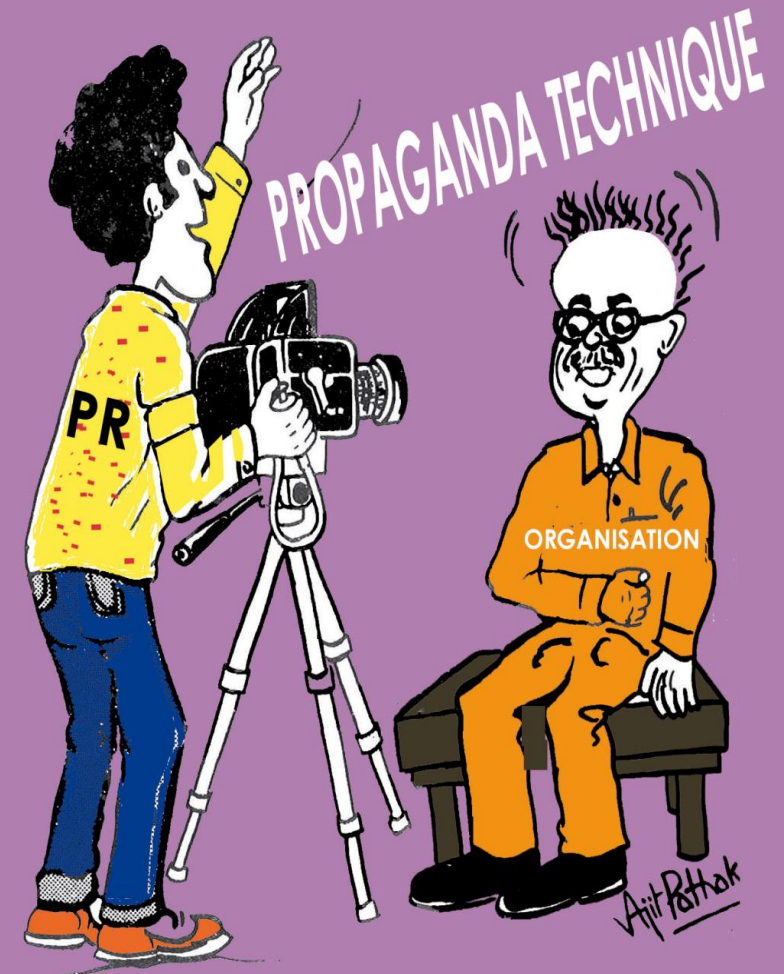
PR IS HONEST COMMUNICATION

I HAVE GROWN
OVER THE YEARS
WITH MY DEDICATION,
DETERMINATION,
HARD WORK AND
HONEST EFFORTS...



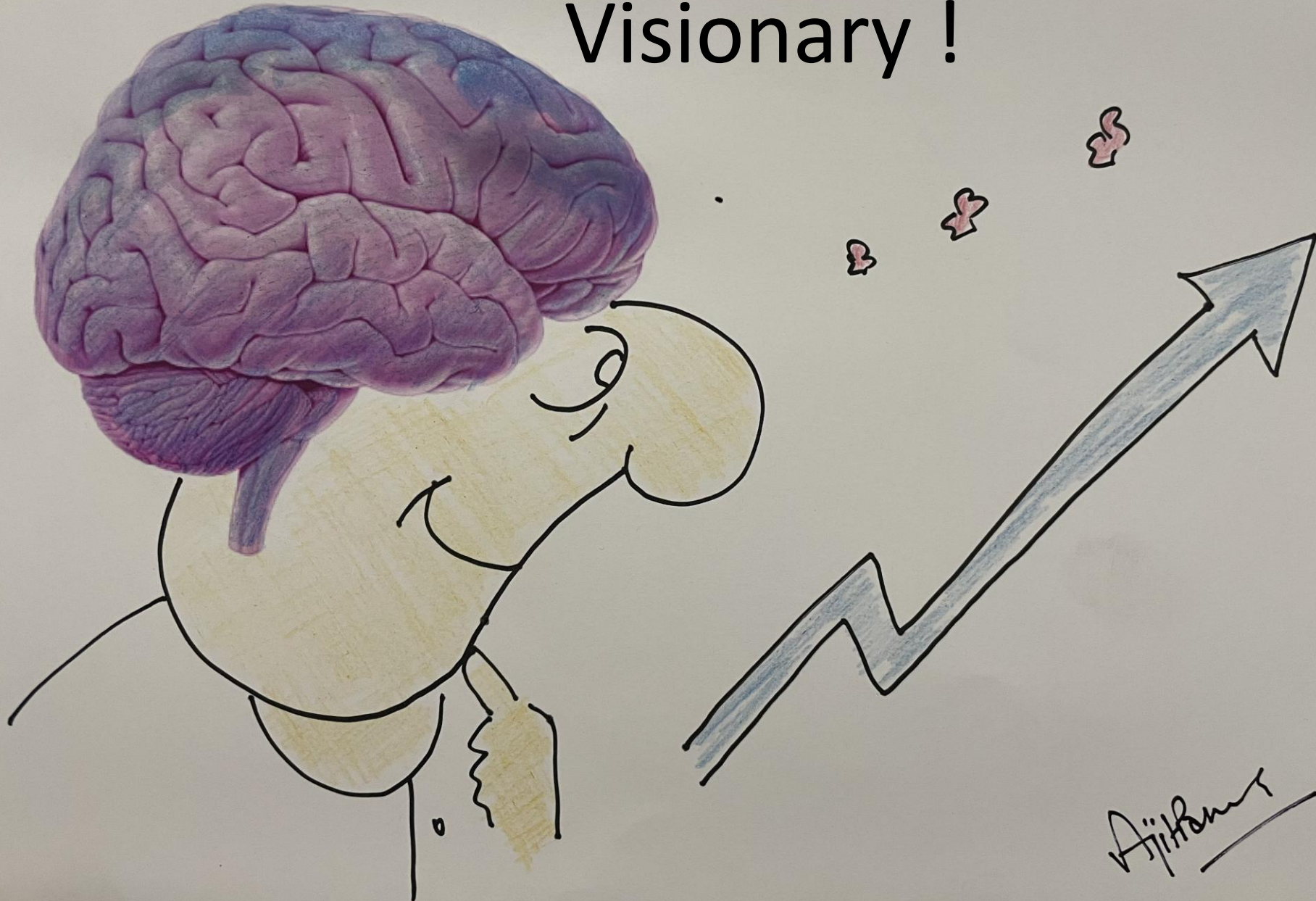
PR
IS NOT
A FALSE
PROPOGANDA
TO INCREASE
SALE .

Don't Worry about
the Photograph..,
You Will look absolutely
Young and Charming

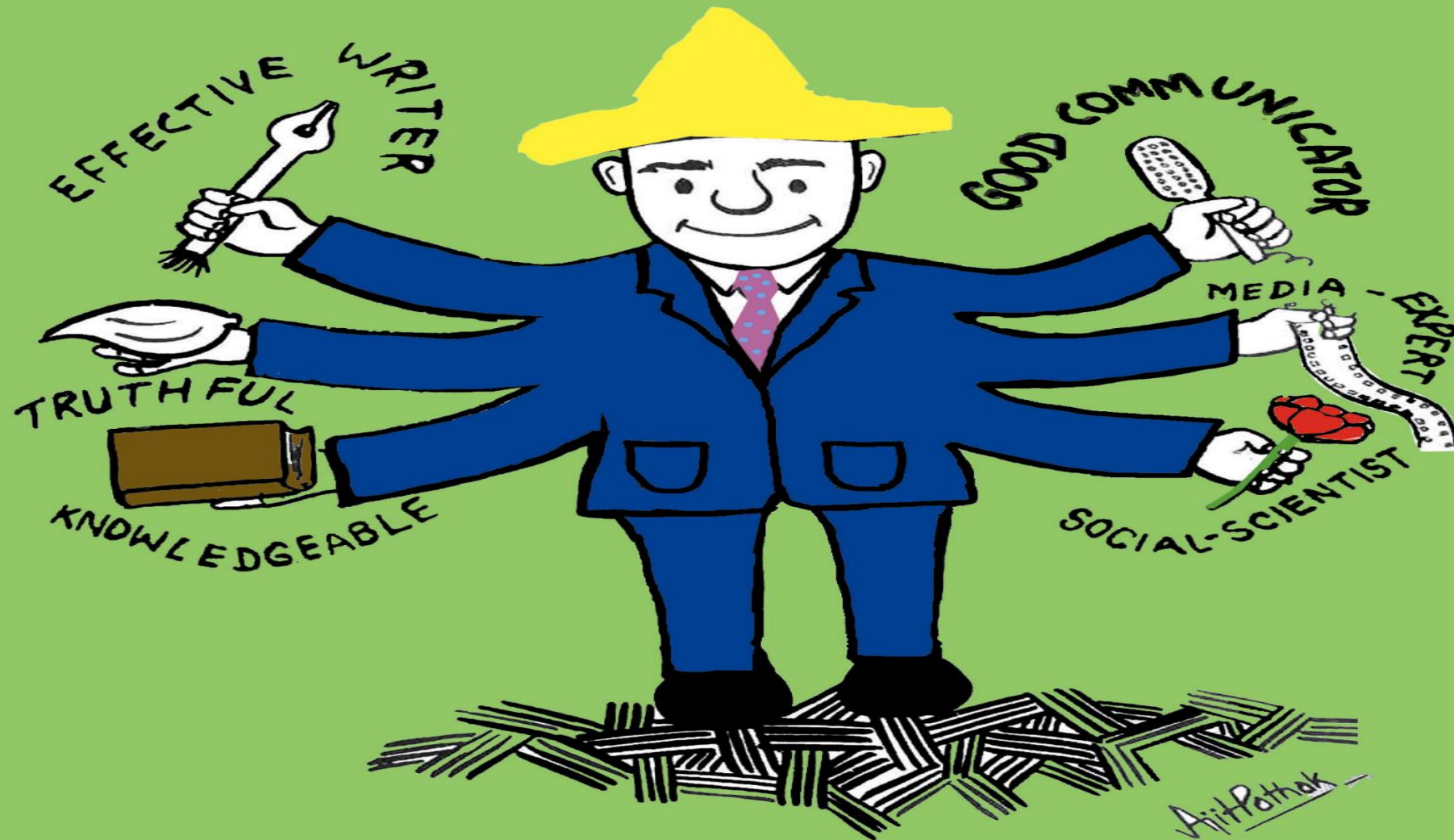


A Public Relations Person is a

Visionary !



Public Relations Idol





Public Relations
can not be used
as the
white washing
agent
to cover-up
misdeeds !

Public
Relations
is a
Management
Function



Public Relations Process

- RECOGNISING P R PROBLEM FOR THE ORGANISATION
- IDENTIFICATION OF TARGET AUDIENCE
- PLANNING AND EXECUTING A DELIBERATE , PLANNED AND SUSTAINED COMMUNICATION PROGRAMME FOR ESTABLISHING AND MAINTAINING MUTUAL UNDERSTANDING
- LAUNCHING AN EFFECTIVE , PURPOSEFUL AND AGGRESSIVE TWO - WAY COMMUNICATION PROGRAMME.
- GRADUALLY BUILDING AN ACCEPTABLE IMAGE.
- EVOLVING A FULL PROOF, FEEDBACK SYSTEM , BASED ON TRUST
- REVIEW OF PR ACTION PLAN AND RE-LAUNCHING.

Target Audience ?

A Particular group of people,
identified as the intended recipient
of message or to be influenced by
the Public Relations Efforts.

Public Relations Functions

Media Management



Press Conferences

Press Releases

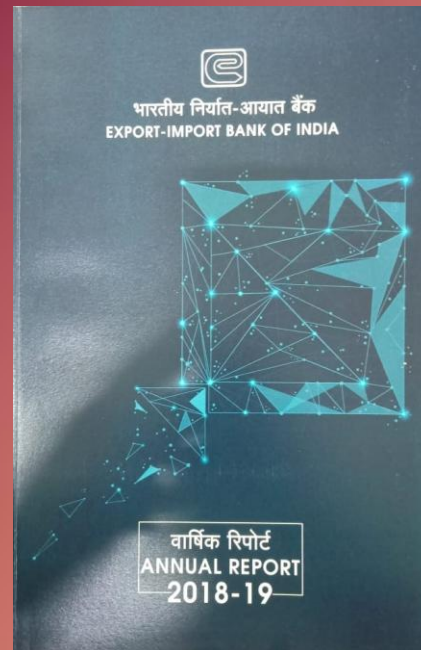
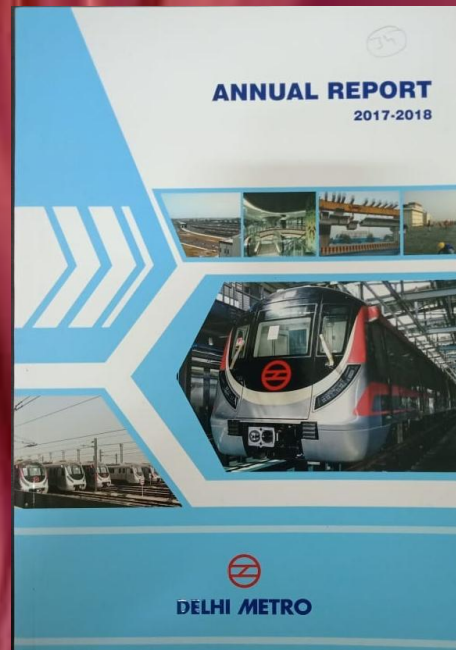
Press Visits

Exclusive Interviews

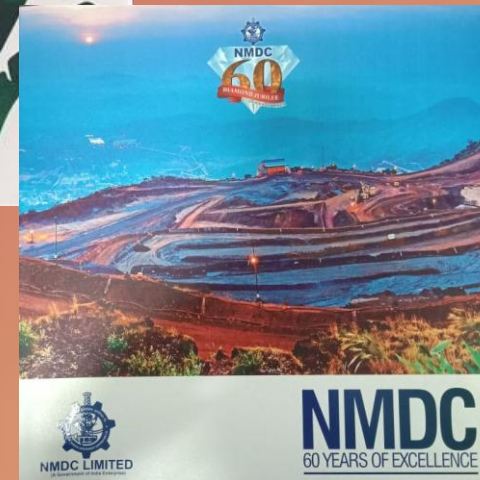
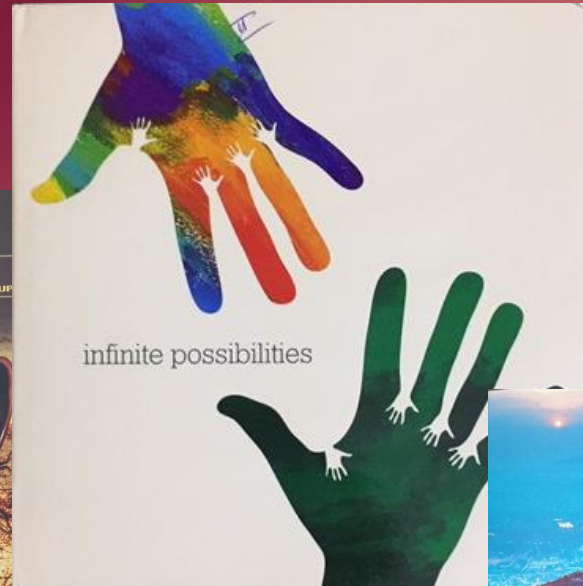
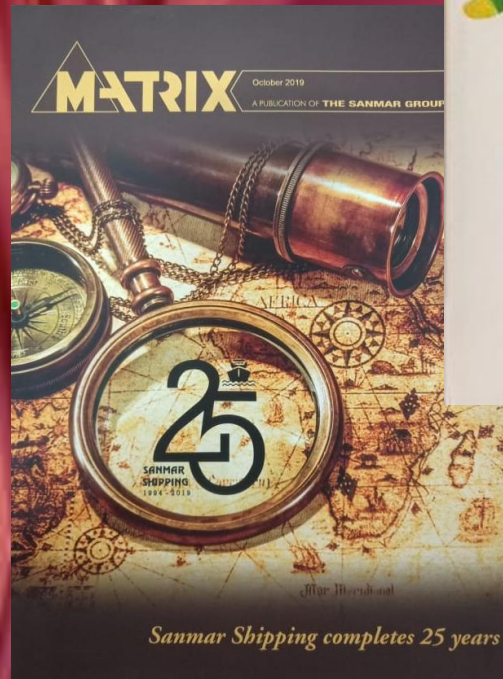
Social Media

Indirect routs

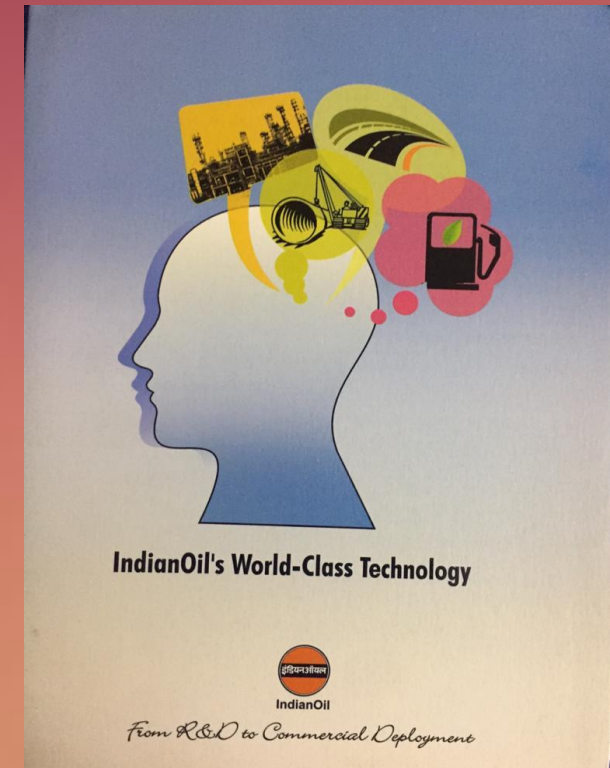
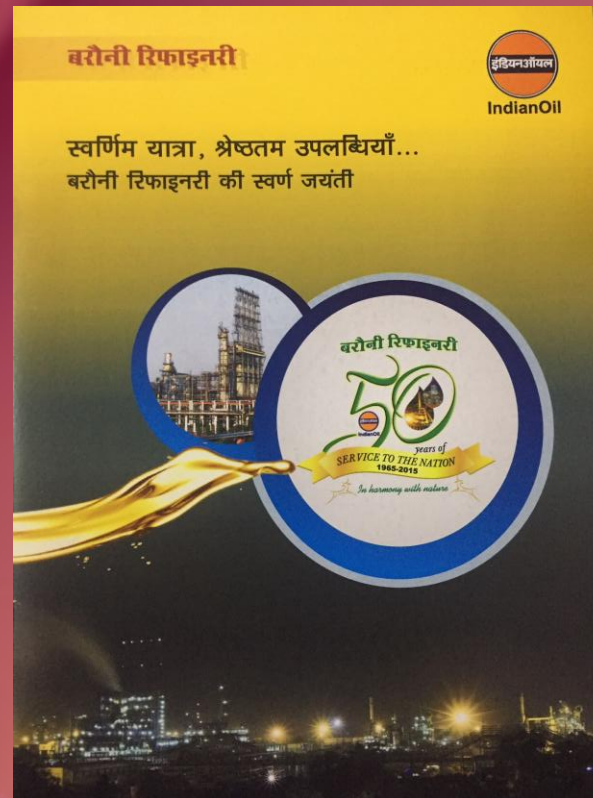
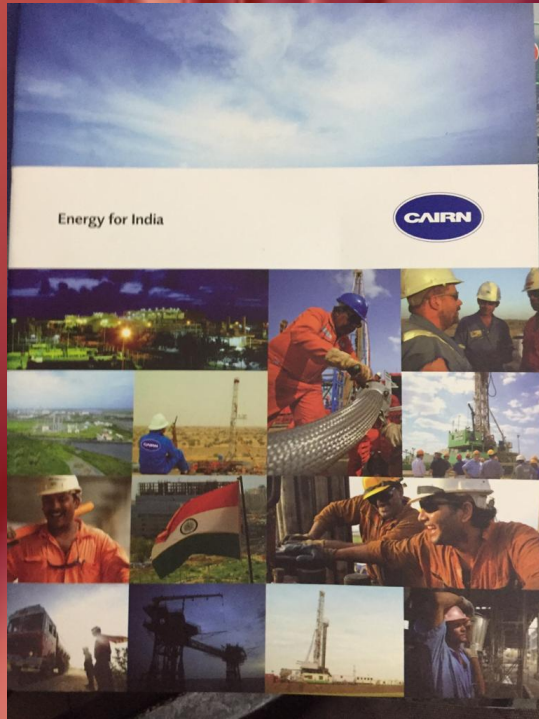
Annual Reports



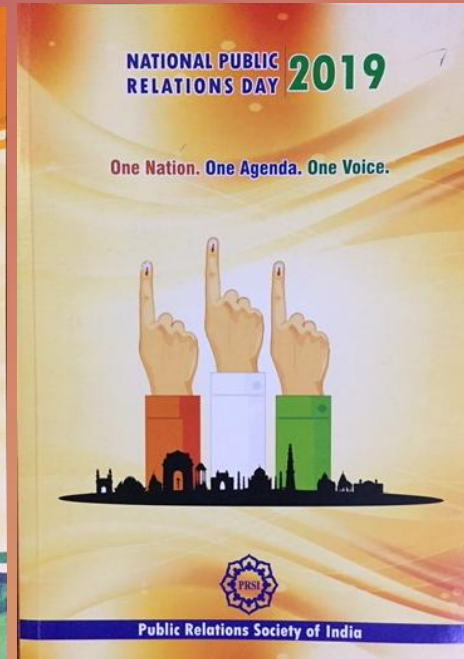
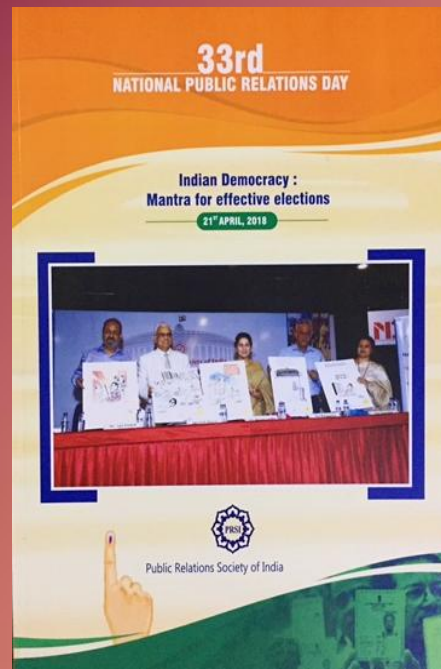
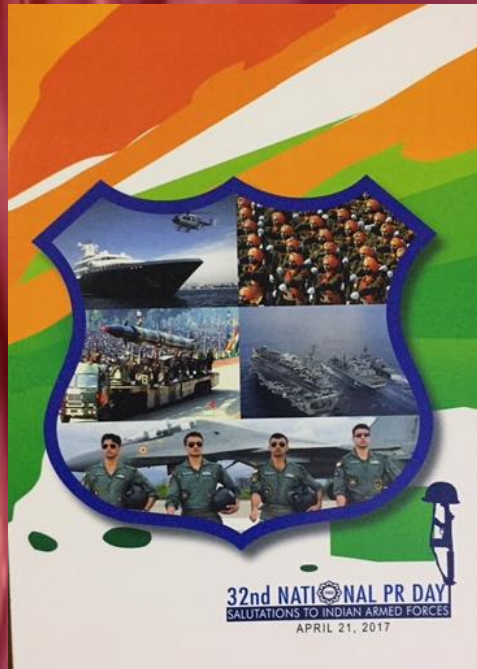
Coffee Table Book



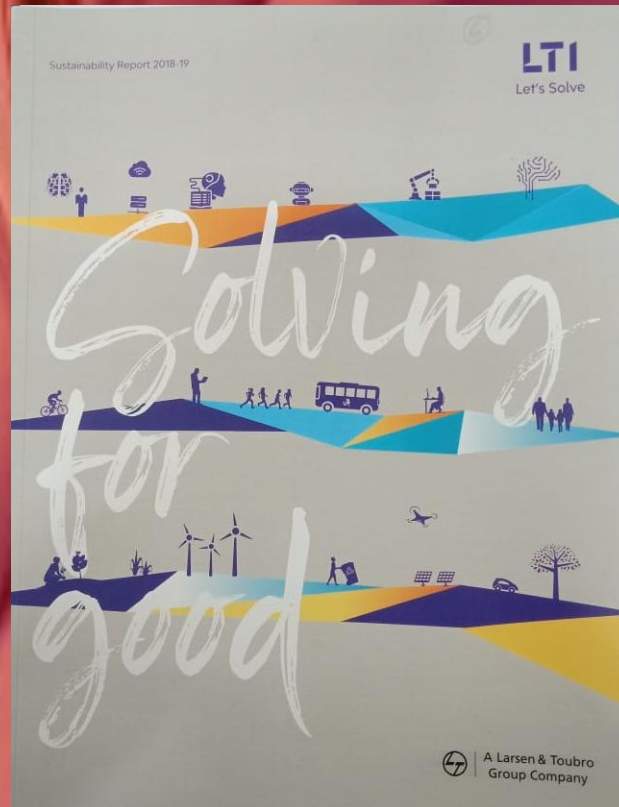
Corporate Brochure



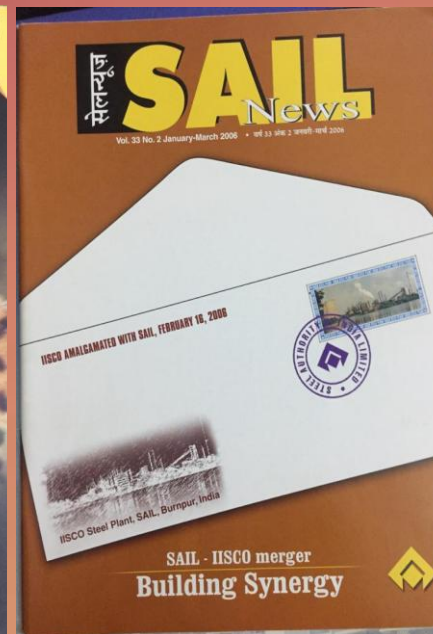
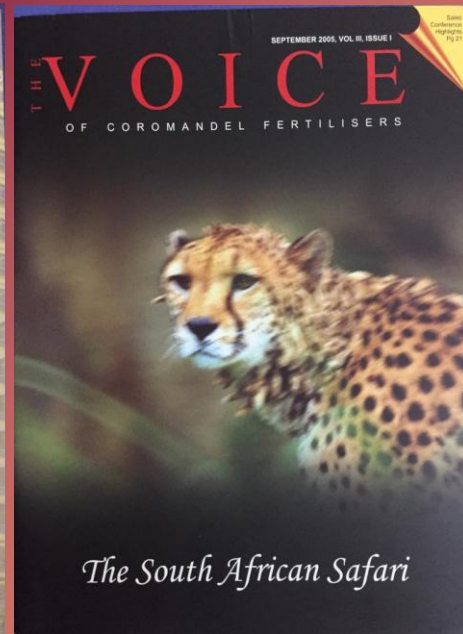
Special Reports



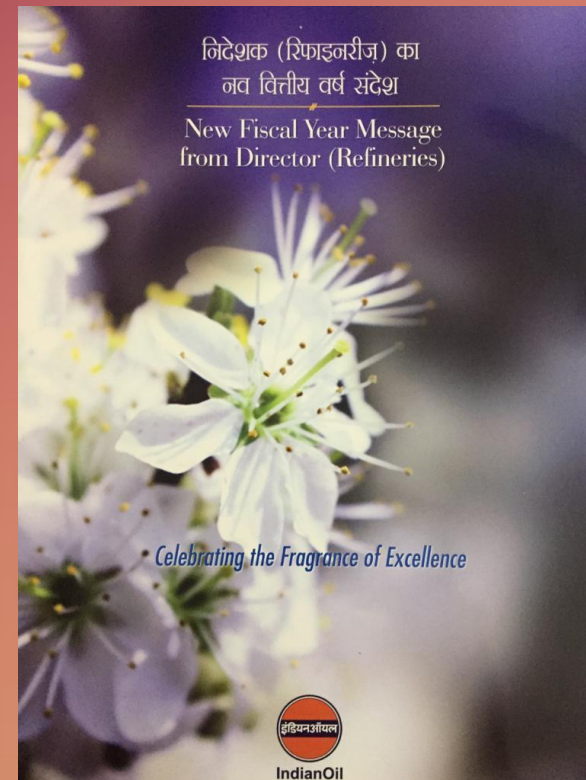
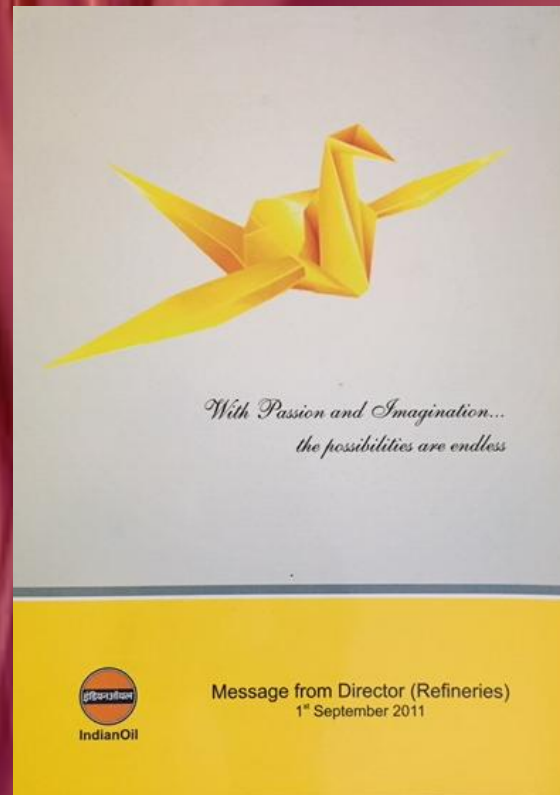
Sustainable Development Report



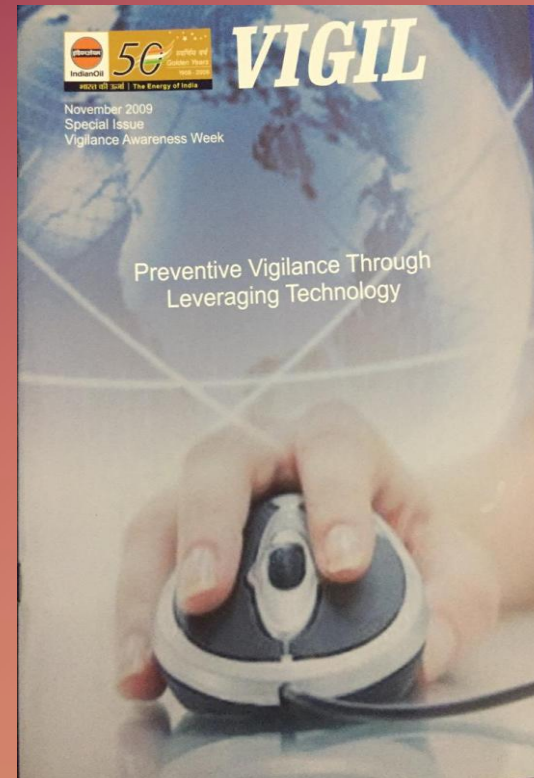
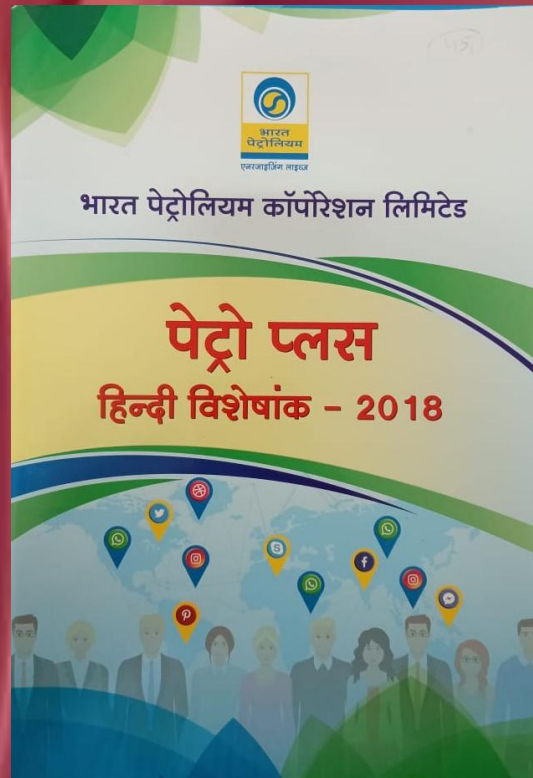
House Journal/ News Letter



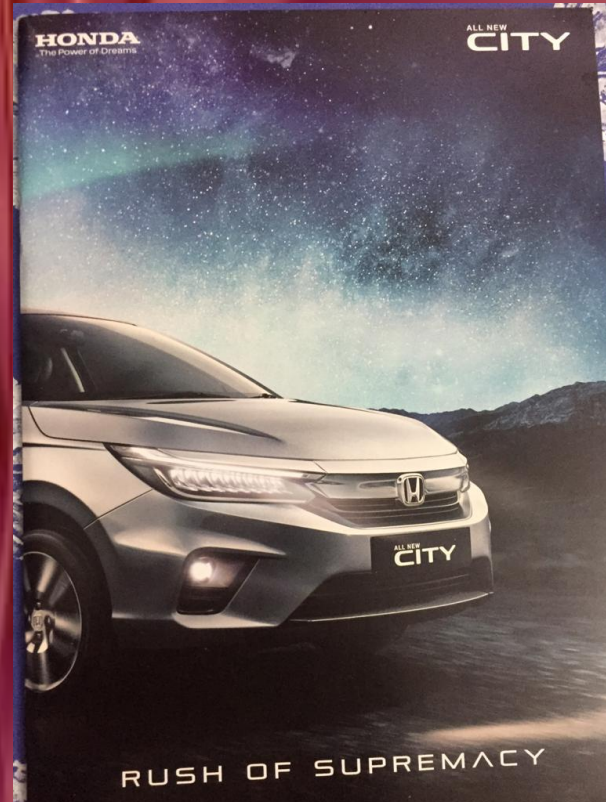
Top Management Messages / Speeches



Publications to mark an Occasion



Product Catalogues





Corporate Films

Exhibitions

Exhibitions are wonderful platform to showcase your organization and directly connect with the target audience. Innovation , out-of-box ideas and creativity are highly appreciated here.





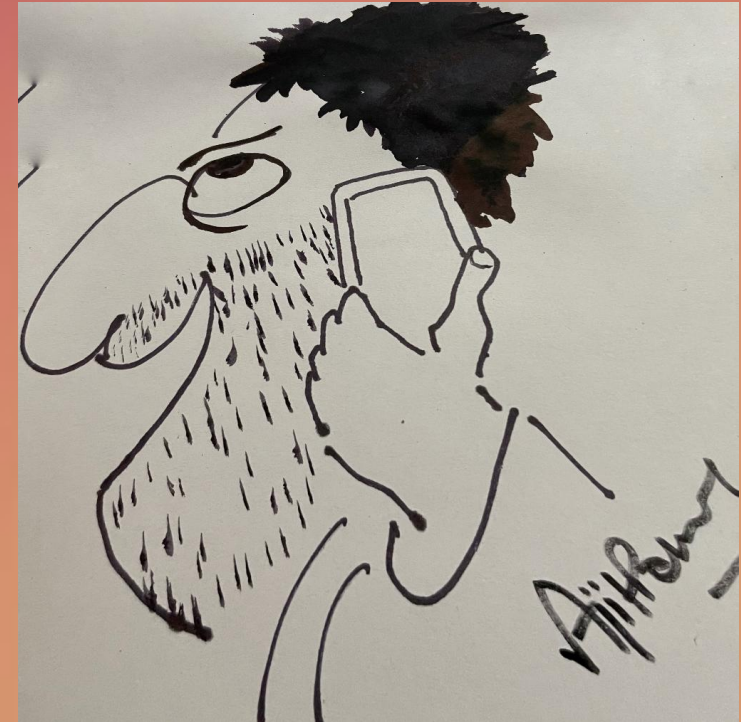
Corporate Social Responsibility





Social Media Management

Every Person with a mobile is a journalist today !



Detailing Event Management

- Theme
- Signature line
- Colour scheme
- Invitation
- Branding
- Stage
- Film / Presentation
- Speeches

Backing up Event Management


- Advertisements
- Promos
- Media Management/ Media Room
- Minute-to- minute programme
- Sitting Arrangement
- Event of Inauguration / unveiling
- Publications
- Mementoes
- Citations

Speech writing / Messages for CEOs

- Appropriate occasions
- Themes
- Research
- Designing and presenting
- Appropriate Photos
- Appreciating contributions

Advertising

Effective Advertising has to touch your emotions or generate your interest or draw your attention towards the desired message be it Print, electronic or outdoor.



Make your
communication
interesting with
out –of – box ideas
to hold your target
audience !

Paradip Refinery Project is the largest project of the country in recent years. The Refinery has used 2.8 Lac MT of structural steel which is equal to 30 Eiffel Towers or 350 Rajdhani Trains.



The Paradip Refinery Project has huge network of pipelines. Total pipes being used in the project are 2,400 km, almost the length of the river Ganges.





The Refinery at Paradip has used RCC and PCC to the tune of 14.6 Lac M³ – three times the volume of Burj Khalifa, Dubai.

The background of the image features a close-up of flowing, draped fabric in shades of deep red and burnt orange. The fabric has a smooth, slightly glossy texture and is arranged in elegant, sweeping curves that create a sense of movement. Overlaid on this fabric is a soft, horizontal gradient that transitions from a muted, dusty rose or light purple on the left to a warm, golden-orange on the right. The overall composition is serene and visually rich.

Be truthful
...whatever you do !



Would you like to
dance on the tune of
this world
or
you believe
in changing
the world with the
power of Public
Relations ?



**Let the Public Relations
change the world**

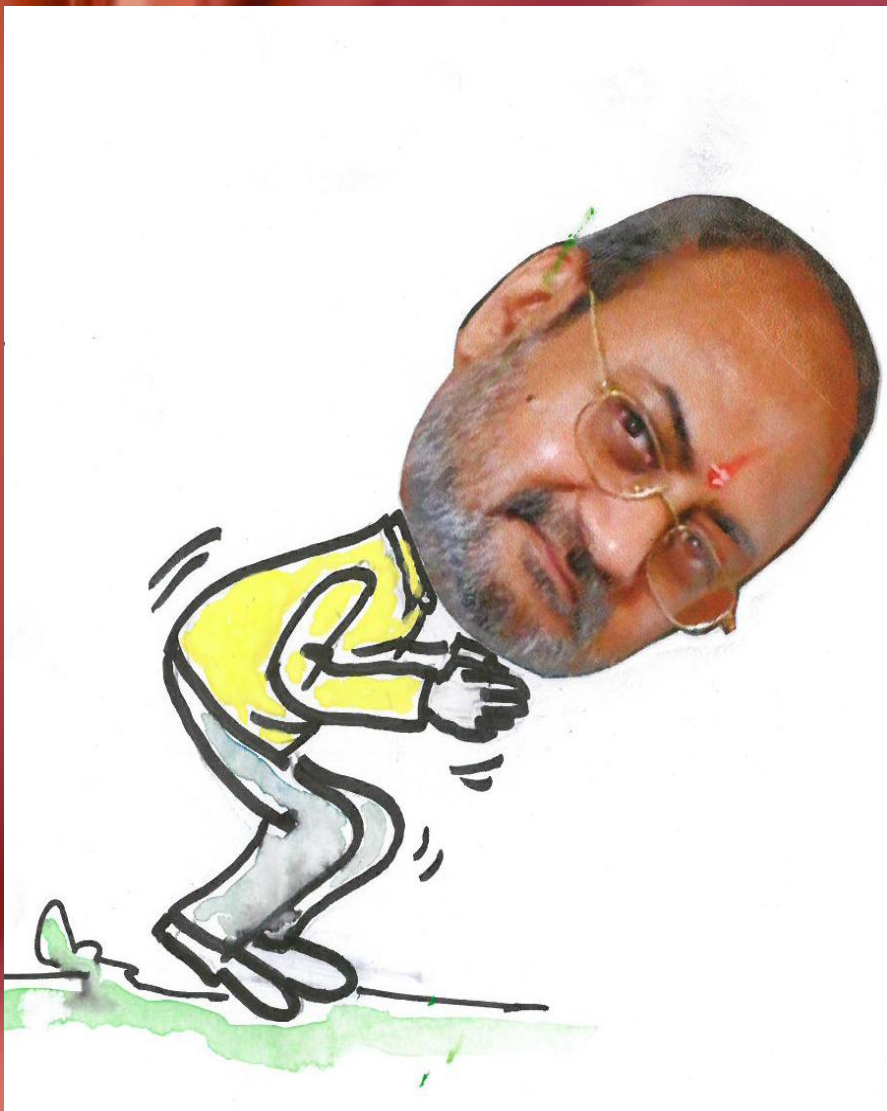
Achieve progress through harmony across
the world!!



The whole new world of opportunities is waiting for you.

वसुधैव कुटुम्बकम्

"Vasudhaiva Kutumbakam," rooted in ancient Sanskrit, means "The world is one family." This concept, translated as "One Earth, One Family, One Future," emphasizes global unity and interconnectedness.



Thank You !