Unit 5

Persuasion and Attracting Clients





Unit 5 Persuasion and Attracting Clients

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Contents

"Communication trust"

The role of persuasion in public relations

Writing new releases

Learning Outcome



After studying this unit you will be able to...

identify the diversity of audiences around the world.

2 explain about public relations campaigns directed to specific audiences

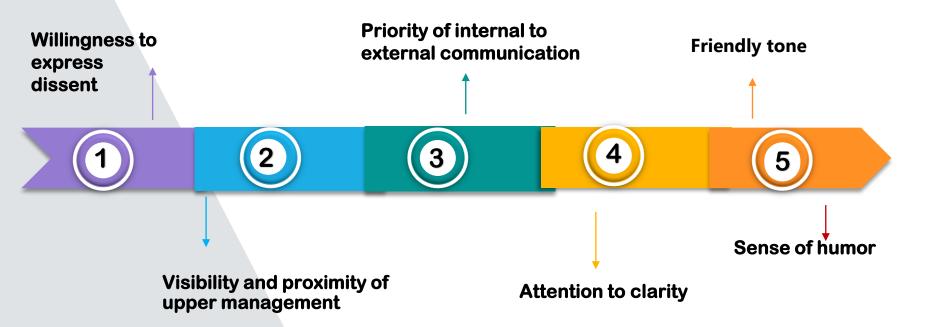
use media tool and presentation technique to promote organization appropriately.



Communicating "Trust"

How does a public relations professional counsel his management to communicate the coveted commodity of "trust?

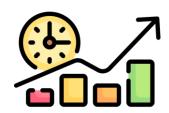




Cited: Practice of Public relations



Targeting multicultural audiences with dedicated campaigns around cultural expression multiplies the entry points and opportunities for brands to establish meaningful connections that ultimately lead to sales.



Armando Azarloza, president of the Axis Agency in PRWeek.



Consumer Public Relations







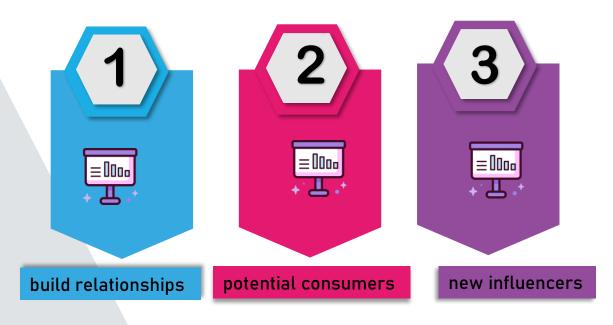


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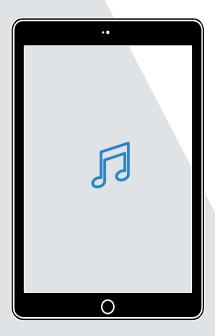


Consumer Public Relations





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Business has come a long way since railroad magnate William Henry Vanderbilt told a reporter in 1883, "The public be damned." Today, organizations large and small realize they have an obligation to their communities and that to earn trust and support, they must practice positive community relations

Cited: Career Paths: Public relations



The characteristics of a successful PR professional





Flexibility

Meticulous learning

Collecting information

Building relationships

knowledge

Honesty

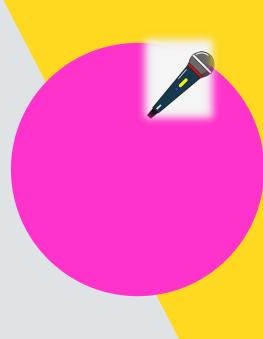
Seeing a big picture

Attention to detail

Cited: Practice of Public relations

Welcome speech





If you've ever attended a CORPORATE EVENT, then you know the welcome speech gets all of the attention. The welcome speech is what allures the attendees to either listen and take interest... or not want to participate at all. Given that, welcome speeches are really important and should be long enough to address everyone properly but short enough to not bore everyone in the room.

INTRODUCTION





Good Morning/Afternoon/Evening,

Thank you to each and every one of you for being here with us today. We are very pleased to be able to welcome those of you that have been with us for a long time now as well as those who are new to the (group/community/association etc.)

INTRODUCTION



Affiliate Partner or Event Director

Good morning [Insert name of Locale]!
Welcome to the [Insert
name of Event] I'm the [insert FIRST® Tech
Challenge title here]
and my name is ______.

Good morning honorable guests, ABC delegates! Welcome to the NBC annual conference I'm the MC for today, and my name is Natty.





Writing a killer press release

You've all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. Campbell Associates is moving into cutting-edge new headquarters! 'But who cares about Campbell Associates? Who are Campbell Associates, anyway?' you ask yourself.

It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read – and published!





- 1 Keep things real. Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day, and words like 'revolutionary' and 'ground-breaking' get old very quickly, especially when these words are describing very ordinary events.
- 2 See the story from the reporter's point of view. Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that will make your story come to life.



- 3 Create a headline that will grab your readers' attention.

 Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.
- 4 Proofread carefully. A badly-written press release won't get read. Get help if you need it: there are a number of good, professional PR agencies out there if you're not able to write perfect copy in English, for example.
- 5 Keep it short. Ideally, give the press release to someone who doesn't know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you've written.





Sample news release

Kiwanis (CLUB of NAME) funds new outdoor play space at (LOCATION)

vCITY, STATE (DATE):-Children in NAME OF CITY/TOWN/NEIGHBORHOOD: will receive a safe oasis of play with a new (INSERT DOLLAR AMOUNT: \$xx,xxx playground)

A service project of the Kiwanis Club of INAME, the playground will be (BUILT/DEDICATED) at ITIME, DATE, PLACE with ILIST ANY PARTNERS: The club raised money for the project by ILIST A FEW FUNDRAISERS HERE and by working with IPARTNERS.

"Kids need Kiwanis, now more than ever before, and this playground is an example of how our club can meet a need in our community," said FIRST AND LAST NAME, KIWANIS TITLE: "Insert rest of quote about opportunity to invest in community's children with an outdoor play space, how project came together, how children will benefit."

SPOKESPERSON'S NAME said the Kiwanis Club of NAME supports several projects to benefit children, including list service projects that help children in your community.

With partners including LIST ANY PARTNERS, the Kiwanis Club of LNAME determined the playground was a perfect club project Add if applicable. The new playground replaces an aging structure that was soon to be torn down OR. The new playground adds an all-inclusive play space for children in PARK SCHOOL ETC.

Insert quote from partner, school, city park, etc., explaining how Kiwanis provided necessary funds for playground:

The Kiwanis Club of NAME, clubwebsite.com, social media channel such as Facebook or Twitter handle, welcomes new members who want to see community children thrive, prosper and grow Information about becoming a member is available at include link or phone number or by joining the weekly meeting at TIME/DATE/PLACE.

[Add more information about what your club has done for the community here.]





Sample press release







Unit Summary





Successful fundraising campaign



Identify campaign plans and objectives



Organize fact-finding



Recruit leaders



Periodically review and evaluate





Rules for Radicals

FYI

13 Rules for Radicals

Want to know how to organize a winning protest in a community or on campus with no money?

No problem.

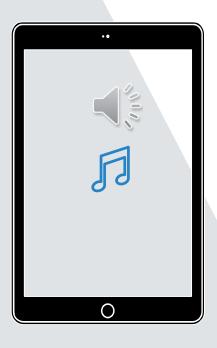
Here are the time-honored suggestions of labor leader and notorious business disruptor Saul Alinsky, from his 1971 classic *Rules for Radicals* (see Pick of the Literature in this chapter). They are just as relevant now as they were nearly four decades ago. (*Just don't tell anybody where you learned'em!*)

- Power is not only what you have but what the enemy thinks you have.
- 2. Never go outside the experience of your people.
- Whenever possible, go outside the experience of the enemy.
- 4. Make the enemy live up to its own book of rules.

- 5. Ridicule is a person's most potent weapon.
- 6. A good tactic is one that your people enjoy.
- 7. A tactic that drags on too long becomes a drag.
- **8.** Keep the pressure on.
- The threat is usually more terrifying than the thing itself.
- 10. The major premise for tactics is the development of operations that will maintain a constant pressure on the opposition.
- 11. If you push a negative hard and deep enough, it will break through to its counter side.
- The price of a successful attack is a constructive alternative.
- 13. Pick the target, freeze it, personalize it, and polarize it.



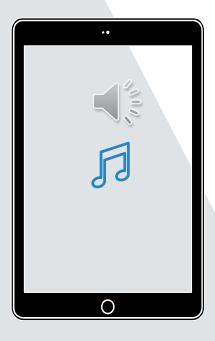




Listening

- 6 Listen to a conversation between a student and a publicist. Mark the following statements as true (T) or false (F).
 - 1 __ The woman's job mostly involves conserving positive opinions.
 - 2 __ According to the woman, people with latent opinions are a publicist's most important audience.
 - 3 __ The man defines latent opinions incorrectly.



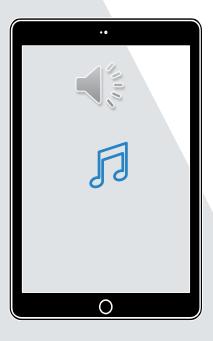


• Listen again and complete the conversation.

Student:	Thanks for speaking with me, Ms. Anderson. As I mentioned, I'm writing a paper about public relations.		
Publicist:	I'm happy to help. Where do 1?		
Student:	Well, let's 2 the purpose of your job. You mostly neutralize hostile opinions, right?		
Publicist:	Partly. But actually, lots of people don't have 3 yet. And they're often the most important audience.		
Student:	Ah, I see. With those people, it's not necessary to overcome 4 opinions.		
Publicist:	Right. Someone might be likely to 5 of a product. But that person simply doesn't know about it yet.		
Student:	Then you just crystallize that 6 opinion.		
Publicist:	Exactly.		

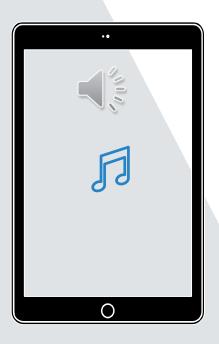
Cited: Career Paths: Public relations





- 6 Listen to a conversation between two supervisors. Choose the correct answers.
 - 1 What is the woman's concern?
 - A The agency already passed on several recent RFPs.
 - B The potential client rejected an earlier proposal.
 - C The team is not big enough to handle the account.
 - D The presentation will be very expensive.
 - 2 What does the man plan to do?
 - A seek other opportunities for new work
 - B put together a proposal for a potential client
 - C review the firm's successful accounts
 - D determine whether the bidding is competitive





7	Listen again	and complete	the conversation.
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Supervisor 1:	Hey, Jane. I got your memo. You want to pass on the 1 for the Carlow Corporation?		
Supervisor 2:	That's right. That 2 is too big for us to handle right now.		
Supervisor 1: I don't know about that. It sounds like a great 3			
Supervisor 2: Our company is just too 4 Besides bidding is going to be very competitive.			
Supervisor 1:	True. But that's why it'll be great experience. Even if they 5 our proposal.		
Supervisor 2:	Hmm. You could be right. We could 6 something from the process.		

Cited: Career Paths: Public relations



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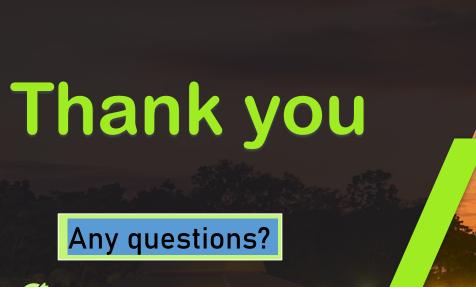
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