

1. Record Nr.	UNINA9910787256703321
Autore	Wigglesworth Pamela
Titolo	Public Relations [[electronic resource]] : An Easy, Step-by-step Guide to Creating a Public Relations Plan
Pubbl/distr/stampa	Cork, : BookBaby, 2014
ISBN	981-07-9722-2
Descrizione fisica	1 online resource (65 p.)
Disciplina	659.2 808
Soggetti	Corporations -- Public relations Public relations -- United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover Page; Title Page; Copyright; Table of Contents; Introduction; Part 1: What is Public Relations?; Why is Public Relations important to my business?; Aim to become your own PR agency (rethink this positioning); Part 2: Media Relations & Media Planning; What is media planning?; Part 3: News Releases (Press Release); The 5 We The structure of a press release; Part 4: Press Kits (Media Kits); What is a media kit?; Why is a media kit important for my business?; Part 5: Press Conferences (Media Outreach); What is a press conference?; Why hold a press conference?; How to hold a press conference Part 6: Special Event Planning & DevelopmentWhat is event planning?; What is the importance of event planning?; How to plan a successful event; Part 7: Media Monitoring & Evaluation; What is media monitoring and evaluation?; Why is it important to monitor media?; How to monitor media; Part 8: Trade Shows; Planning for a trade show; Your trade show display; How to drive traffic to your booth; Conclusion; About the Author
Sommario/riassunto	In this eBook, Public Relations, An easy, step-by-step guide to creating a small business public relations and media plan, you will find a step-by-step guide for creating publicity for your business without having to hire a PR firm. Learn what public relations (PR) is and isn't and discover how you can make PR part of your marketing strategy.

