

Public relations (PR) is the strategic communication process that builds and maintains positive relationships between an organization and its publics.



PR the methods and strategies used to control how information about a person or company gets out to the public, especially to the media. It is one of the most effective ways to build on marketing strategies and create a solid online reputation. Public relations specialists create and maintain a positive public image for the individuals, groups, or organizations they represent



# OBJECTIVE

## 1. Build relationship

Everything that is calculated to improve mutual understanding between an organization and those with whom it comes into contact, both within and outside the organization.



## 2. Manage Reputation

To create an understanding between the organisation and the target audience with the objective of building 'goodwill' and 'good image'.



### 3. Communicate messages

To take realistic and specific approach to communicate in a convincing manner with its target groups



### 5. Influence opinions

To broaden the sphere of influence of an organisation by appropriate publicity, advertisement, exhibition, flims etc. and to improve communication between the people and the organisation



### 4. Resolve misunderstanding

To take action to discover and eliminate sources of misunderstanding



# **Functions of public relations**

- **Building Image**: Creating and maintaining a positive perception of an organization.
- **Press Relations**: Managing relationships with the press and sharing information through press releases.
- **Crisis Communication**: Communicating effectively during challenging situations to maintain trust.
- **Employee Relations**: Fostering positive connections with employees through communication.
- **Community Engagement**: Participating in community events and demonstrating social responsibility.

- **Stakeholder Management**: Identifying and managing relationships with key individuals or groups.
- **Public Affairs**: Engaging with government bodies and advocating for the organization's interests.
- **Event Management**: Planning and executing public events to enhance brand visibility.
- **Social Media Management**: Leveraging social media for communication and engagement.
- **Measurement and Evaluation**: Assessing the impact of PR efforts through metrics and analysis.

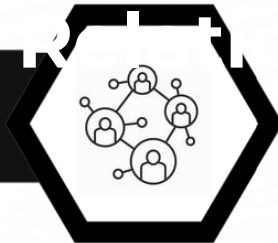
# *Qualification*

**Bachelor's degree**



**Media**

**Networking**



**Creativity**



**Event planning**



# **WHAT IS INTERNAL MEASURES ?**

Internal public relations is a sphere of internal communications it cover the way that information is delivered within a company, from top to bottom, from bottom to top and among different teams and departments.



# CRISIS MANAGEMENT

"Crisis Management is an organisation's process and strategy-based approach for identifying and responding to a critical event."

A critical event can be defined as any threat, unanticipated incident with the potential to impact an organisation's people, property or business processes.



# STAGES OF CRISIS MANAGEMENT

## Pre-Crisis

- Prevention
- Preparation
- Warning system
- CM Plans
- CC Team

## Crisis Response

- Fact - finding
- Response
- Strategies
- Actions
- Resolution

## Post-Crisis

- Avoid Repetition
- Restoration
- Fulfill  
commitments  
made

**Thank You**

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