

Planning your Public Relations Strategic planning for the whole year – part one

By Bob 'Idea Man' Hooey

The success of your efforts to be heard and make your message available to your public is not an easy task. Nor is it a series of 'one-time' efforts or press releases.

Success in any venture requires research, gathering resources and people, goal setting, strategic planning, operational planning, followed by careful execution of those plans and strategies. Public relations are not really any different in this respect.

To be successful in the world of Public Relations, you need to scrutinize everything your company, organization or yourself presents to the public. Do your brochures, handouts, literature and any other collateral materials integrate into your public image, and do they enhance or hinder those efforts?

One of the ideas I hear shared from Public Relations experts is "what is your public relations schedule for the year?"

Good question! I'd suggest looking at a year at a glance to see where you want to allocate your resources and efforts for maximized results.

Here are a few questions you may want to address prior to planning or launching any public relations campaign.

- Are there certain times of the year where your company or organization has special events, anniversaries or other milestones to build on?
- Are there local events where you can piggyback your efforts and gain exposure and media play?
- How about special areas of community service you, your company or your organization might be uniquely positioned to provide?
- How about joint efforts with other associations or companies?
- Do you, your company or your organization belong to a professional organization?
- Does that association have any events or public relations efforts where you can align your efforts for a mutual benefit?
- Do you have a budget for public relations?
- How are you going to allocate it for the year?

For many groups, an effective Public Relations campaign team is a dream. A fully integrated, effective Public Relations Campaign is not a dream, but an attainable reality. It can be easily become a reality, when you pull your team together, set some realistic goals, as well as decide on who and what can be done to promote your group. It doesn't need to be an expensive undertaking and can easily dovetail into your overall marketing plan for your company or association.

Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership, Strive for significance – lead on purpose!'**, **'Speaking for Success'** and **'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.