



## Event Management

### (BAJMC-204)

#### Unit – 3

#### PR in Different Sectors

By

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2024

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## Role and Responsibility of PRO

### Public Relations Officer



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## Role of PRO

A Public Relations Officer (PRO) is a communication professional responsible for managing and maintaining a positive public image for an organization. The role involves strategic communication, stakeholder engagement, and reputation management.

A PRO is also known as the media specialist. He/she is the spokesperson of an organisation. His/her role is to convey the policies and interests of the organisation to the public through various modes of media.

PR is considered part of the 'marketing mix' – all of the activities a brand needs to do to promote their services or products. PR officers, whether in house or based with an agency, are likely to work with other communications professionals, such as marketing teams, designers and copywriters.

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**Responsibility of PRO**

**Responsibilities:**

- **Media Relations:** Building and maintaining relationships with journalists, bloggers, and media outlets to ensure positive coverage.
- **Crisis Management:** Handling and mitigating crises to protect the organization's reputation.
- **Internal Communication:** Facilitating effective communication within the organization to ensure a cohesive message.
- **Event Management:** Planning and organizing events to enhance the organization's visibility.

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**Responsibility of PRO**

**Responsibilities:**

- **Social Media Management:** Overseeing the organization's presence on social media platforms.
- **Corporate Communication:** Ensuring consistency in messaging across various communication channels.
- **Stakeholder Engagement:** Building relationships with key stakeholders, including customers, employees, and investors.

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## Importance

PROs play a crucial role in shaping public perception and maintaining a positive organizational image. Effective communication contributes to stakeholder trust and loyalty. Timely and transparent communication during crises helps in damage control.



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## Importance

A Public Relations Officer (PRO) plays a crucial role in an organization's communication strategy, and their importance extends across various dimensions. Here are several key aspects highlighting the significance of a Public Relations Officer:

### Building and Maintaining Positive Image:

A PRO is responsible for shaping and maintaining a positive public image for the organization.

Through effective communication strategies, they manage how the organization is perceived by the public, stakeholders, and the media.

### Crisis Management:

In times of crisis or controversies, a PRO is essential for managing communication effectively.

They develop crisis communication plans, address concerns, and work to mitigate reputational damage.

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## Importance

### Media Relations:

Building and maintaining relationships with the media is a fundamental aspect of a PRO's role.

Positive media coverage enhances the organization's visibility and credibility.

### Stakeholder Engagement:

PROs engage with various stakeholders, including customers, employees, investors, and the community.

Effective stakeholder communication builds trust and fosters positive relationships.

### Internal Communication:

Within the organization, a PRO ensures that internal communication is clear, consistent, and aligns with the overall messaging strategy.

This contributes to a positive organizational culture and

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## Importance

### Event Management:

Planning and organizing events, from product launches to corporate gatherings, are part of a PRO's responsibilities. Events enhance the organization's visibility and provide opportunities for positive interactions.

### Social Media Management:

In the digital age, social media is a critical platform for communication.

PROs manage the organization's presence on social media, engaging with audiences and responding to inquiries.

### Corporate Communication:

PROs ensure consistency in messaging across various communication channels.

They align communication strategies with the organization's mission, values, and long-term goals.

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## Importance

### Advocacy and Lobbying:

In certain sectors, such as public affairs, PROs may engage in advocacy and lobbying efforts to influence public opinion or government policies.

They act as spokespersons for the organization's interests.

### Brand Management:

A PRO is often involved in brand management, ensuring that the brand is represented positively in all communication efforts. They work to strengthen brand identity and differentiate the organization from competitors.

### Monitoring Public Opinion:

PROs continuously monitor public sentiment, media coverage, and social media conversations.

This proactive approach allows them to address emerging issues and capitalize on positive opportunities.

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## Importance

### Ethical Communication:

PROs adhere to ethical standards in communication, promoting transparency and honesty. Upholding ethical practices is critical for maintaining trust with stakeholders.

A Public Relations Officer is essential for managing the complex landscape of organizational communication. They are instrumental in shaping public perception, fostering positive relationships, and ensuring that the organization's messages align with its values and objectives. The ability of a PRO to navigate diverse communication channels and effectively respond to challenges contributes significantly to the overall success and reputation of the organization.

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**PR in public sector**

Role of PR in Public Sector-

- Implementation of public policy.
- Assisting the news media in coverage of government activities.
- Reporting the citizenry on agency activities.
- Increasing the internal cohesion of the agency.
- Increasing the agency's sensitive to its public's.
- Mobilisation of support for the agency itself.
- Contributes to national economy
- Is profitable and productive core sector.
- Contributes to revival of sick units
- Primary function of PR is to build image of public sector companies and tell the world about contribution made towards the economic and social well-being of the people.

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**PR in public sector**

Role of PR in Public Sector-

PR in Private Sector All private organizations are profit-oriented. To achieve their objectives, they function in a competitive approach using aggressive marketing strategies. For the manufacture and marketing of their products/services, they depend on many categories of public.

- Crisis management- One of the crucial and difficult duties of a PRO is crisis management. A PRO should be capable enough to deal with problems causing damage to the reputation of the organization
- Employee relations
- Internal communication
- Coordination and counselling- the PR has to counsel and assist the management in formulating and implementing effective policies towards each of the publics. Also, the PR person has a role in maintaining inter-departmental coordination.

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**PR in Education sector**

The Educational sector is a very large sector in India. It includes primary and high schools, under-graduate and post-graduate colleges, B-schools etc. Though a large part of India is still rural, the education institutions at that level include small government and private schools and vocational colleges. Education Institutes use public relations both internally and externally. Internal PR stands for PR within the organisation and its employs. External PR stands for maintaining favourable relations with the public. Events are held within the organisation for the members to build a good rapport amongst themselves and smoothen communication. Faculty/Staff Handbook, Faculty meetings, Faculty luncheons, News releases e-mailed to F/S & posted online are other tools to facilitate internal PR.



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## PR in Education sector

- Loyalty- A PR employee should respect and maintain loyalty to the company for which he/she is working that allows the employee to rest-assure that the PR professional is working in the best interest of the company.
- Fairness- As an individual working in PR, it is important to respect all of those different views and opinions. It is also important to remain fair to all those work for and with so that each person feels free to express their thoughts



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## PR in Health sector

### Importance of Public Relations in Healthcare



Healthcare is one of public relations biggest growth areas and it covers a number of sectors, including biotech, pharmaceuticals, animal health, vaccines, medical technology, and health care providers. With healthcare constantly evolving public relations are proving to be needed now more than ever. People working in healthcare public relations specialise in handling internal and external communications for healthcare companies, from helping promote products that improve quality of life to helping clients navigate some of the world's dilemmas, like AIDS in undeveloped or cost management in developed countries.

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## PR in Health sector

Public relations in healthcare consist of four key roles:

Communicating- Healthcare industry has multiple audiences to address to and each audience demands customized messages which are emphasizing importance to them in activities and performance, improve sense of cohesion among employees, and circulate adequate task- related information, positive information regarding an organization's ability to provide challenging and meaningful tasks.

The external PR of any organization is when the institute holds several conferences, sends out press releases, manages events and keeps itself much in the public glare for better promotion and more recognition.

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### PR in Health sector

Institutes these days maintain special alumni Relations Cell through which they keep in constant contact with their students who have passed out and are doing well in the industry. They do it for the purpose of a better brand name and to ensure decent placements to the upcoming batches through their contacts. And with, internet taking the centre stage for all communication, the role of PR here becomes precise yet demanding. Use of social media sites, blog, pod-cast etc. is the tools available on the PR professional at the fingertip giving them a wide scope of reaching out.



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### Role of PR in Political Parties

#### PR in Political Parties:

##### Objectives:

- Building a positive public image for political parties.
- Communicating party ideologies and agendas.
- Mobilizing public support for candidates.

##### Strategies:

- Media relations for favorable coverage.
- Social media campaigns for outreach.
- Organizing public events and rallies.



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### Role of PR in Political Parties

**Awareness** : one of the main roles public relations plays in politics is the generation of knowledge about a candidate client. Whether through mass media placement events or social media efforts, building awareness of the candidate's name, party, platform and special areas of interest helps solidify his image in the minds of the general public.

**Education** : Once voters have a general awareness of a candidate, the rubber truly meets the road. A public relations professional must then keenly focus on properly educating voters about specifics related to the candidate. What does the candidate stand for? What does she support? What does she oppose? What is her background? What are her affiliations and causes?

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## Role of PR in Political Parties

Public relations practitioners are responsible for translating all of these elements into easily understood and digestible concepts so that voters can more easily sort through the overwhelming amount of information they are bombarded with during campaign season.



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## Role of PR in Po

**Persuasion:** Public speaking is challenging on its own, but add to that the pressure to recount limitless facts at a second's notice and communicate them to a broad and diverse public, and even the best public speaker can use support in the art of persuasive communication. PR professionals help candidates understand what issues are ranking as most important so that they can respond efficiently and maximize their time. In the end, every candidate seeks to sway the polls in his favor and, to do so, he must be persuasive in the way he communicates his position on numerous issues, and he must do it in a way that endears diverse publics



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