



Media and Public Relations

GLOBAL COURSEWARE

Getting Started

Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities.

Workshop Objectives



- Manage “Meet and Greet” opportunities
- Dress for success
- Write effectively
- Manage media relations
- Use social media



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You learn something every day if you pay attention .

Ray LeBlond

MODULE TWO

Networking for Success (I)

Understanding the basic mechanics of networking will increase your success in delivering the right message about yourself to others.



Creating an Effective Introduction

Make

Emit

Engage

Tell

Share

Making a Great First Impression

- Be on time
- Be yourself
- Be positive



Practical Illustration



- Creating an Effective Introduction
- Making a Great First Impression

Module Two: Review Questions

1. _____ is an effective way to promote your value to those around you.

A. Laundering

B. Networking

C. Hiring

D. Firing

Module Two: Review Questions

2. Understanding the basic mechanics of networking will _____ your success in delivering the right message about yourself to others.

A. Increase

B. Delete

C. Decrease

D. Imply

Module Two: Review Questions

3. The first two minutes of your conversation are when most people form a (n) _____ about you.

A. Dislike

B. Disdain

C. Opinion

D. Option

Module Two: Review Questions

4. An effective _____ is necessary when networking.

A. Payout

B. Buy-in

C. Introduction

D. Cost analysis

Module Two: Review Questions

5. In order to create a good and lasting impression use the _____ technique to introducing yourself.

A. BEATS

B. MEATS

C. MEETS

D. SWEETS

Module Two: Review Questions

6. MEETS stands for the following:

A. Make eye contact, emit a smile, engage in a handshake, tell them your name, share your lunch

B. Meditate, emit gasses, engage in a handshake, talk over them, share a few laughs

C. Make eye contact, emit a smile, engage in a handshake, tell them your name, share what you do or whom you work for

D. Make eye contact, emulate them, engage in a conversation, tell them your problems, share your secrets

Module Two: Review Questions

7. _____ talking too much at the beginning.

A. Try

B. Avoid

C. Include

D. Feign

Module Two: Review Questions

8. _____ the other person to introduce themselves.

A. Allow

B. Forbid

C. Forget

D. Ignore

Module Two: Review Questions

9. What are the Five B's of making a good first impression?

A. Be on time, be yourself, be positive, be courteous, be brief

B. Be conniving, be brave, be annoying, be disingenuous, be boastful

C. Be late, be happy, be rude, be suspicious, be brazen

D. Be on time, be needy, be desperate, be fake, be long-winded

Module Two: Review Questions

10. Make the interaction _____ about you and more about the other person and you will make great first impressions.

A. All

B. More

C. Less

D. So



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The way of the world is meeting people through other people.

Robert Kerrigan

MODULE THREE

Networking For Success (II)

Understanding the basic mechanics of networking will increase your success in delivering the right message about yourself to others.



Minimizing Nervousness

Prepare for the event



Practice what you are going to say and do



When at the event, focus on the present

Using Business Cards Effectively

The basic idea is to make them interesting and to give them out whenever possible.





Remembering Names

Forgetting someone's name could be seen as a common problem, but is usually forgiven.

Practical Illustration



- Minimizing Nervousness
- Using Business Cards Effectively
- Remembering Names

Module Three: Review Questions

1. _____ is an effective way to spread your value through those around you.

A. Networking

B. Totaling

C. Tolling

D. Resigning

Module Three: Review Questions

2. To network effectively, you must _____ your nervousness.

A. Optimize

B. Marginalize

C. Minimize

D. Maximize

Module Three: Review Questions

3. Use _____ cards effectively.

A. Business

B. Calling

C. Phone

D. Credit

Module Three: Review Questions

4. Being nervous is a common occurrence when meeting new people, but being overly nervous when meeting people could be seen as a _____ trait.

A. Positive

B. Real

C. Negative

D. Reactive

Module Three: Review Questions

5. _____ comes from fear of the unknown.

A. Decisiveness

B. Nervousness

C. Emotionless

D. Standoffish

Module Three: Review Questions

6. _____ what you are going to say and do.

A. Forget

B. Practice

C. Despise

D. Regret

Module Three: Review Questions

7. Focus on the _____.

A. Past

B. Wall

C. Present

D. Food

Module Three: Review Questions

8. _____ carry your business cards in a special holder.

A. Never

B. Sometimes

C. Always

D. Maybe

Module Three: Review Questions

9. Take advantage of _____ boards at restaurants and other public areas where they allow the placement of business cards.

A. Coworkers

B. Bulletin

C. Chat

D. Group

Module Three: Review Questions

10. Business cards are a (n) _____ tool for networking.

A. Effective

B. Worthless

C. Dated

D. Ancient



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More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject.

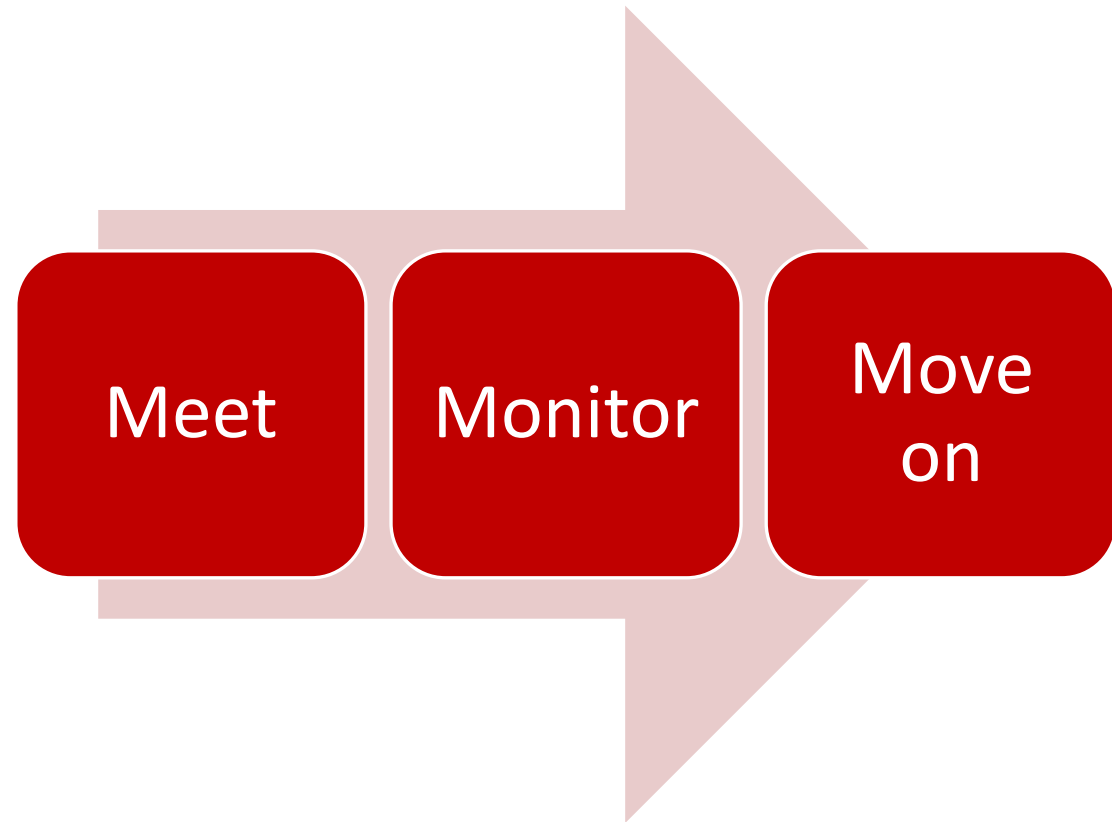
Peter Drucker

MODULE FOUR

The Meet and Greet

Many local organizations host meet and greets, and you should be ready to participate in these functions with the understanding that there are crucial steps and considerations to take.

The Three-Step Process



The Four Levels of Conversation

- Small Talk
- Fact Disclosure
- Viewpoints and Opinions
- Personal Feelings





Case Study (I)

- He had enthusiasm to go a meet and greet.
- John had the right focus for his discussion.
- John attempted to network.

Case Study (II)

The registration was well organized and the program they sent looks comprehensive.



Practical Illustration



- The Three-Step Process
- The Four Levels of Conversation
- Case Study (I)
- Case Study (II)

Module Four: Review Questions

1. Meet and Greet functions provide an excellent opportunity to _____.

A. Flirt

B. Network

C. Hide

D. Cry

Module Four: Review Questions

2. Many local organizations host meet and greets and you should be ready to participate in these functions with understanding that there are _____ steps and considerations to take when in the Meet and Greet situation.

A. Nine

B. Crucial

C. No

D. Impossible

Module Four: Review Questions

3. How many levels of conversation are there?

A. Too many

B. Not enough

C. Four

D. Five

Module Four: Review Questions

4. The purpose of meet and greets is to _____ and meet as many people as you can during the time allotted.

A. Mingle

B. Cower

C. Panic

D. Romanticize

Module Four: Review Questions

5. Having a _____ for meeting and greeting people is helpful.

A. Strategy

B. Apology

C. Methodology

D. Criminology

Module Four: Review Questions

6. A possible strategy to adopt is the:

A. Hide and Seek

B. Duck and Cover

C. Three M Approach

D. Monolithic Problem Approach

Module Four: Review Questions

7. What does the first M stand for in the Three M Approach?

A. Mom

B. More

C. Meet

D. Malice

Module Four: Review Questions

8. Meet means to introduce yourself and share some information about _____.

A. Coworkers

B. Family

C. Yourself

D. Sports

Module Four: Review Questions

9. _____ dictates that you should remain focused on the discussion.

A. Monitor

B. Procrastinate

C. Daydream

D. Shrug

Module Four: Review Questions

10. What are the four levels of conversation?

A. Small talk, fact disclosure,
viewpoints and opinions, personal
feelings

B. Small mindedness, full disclosure,
viewings and opines, personal
vendettas

C. Small talk, flat tone, viewpoints
and options, personnel feelings

D. Small facts, no disclosure,
viewing parties, personal agendas



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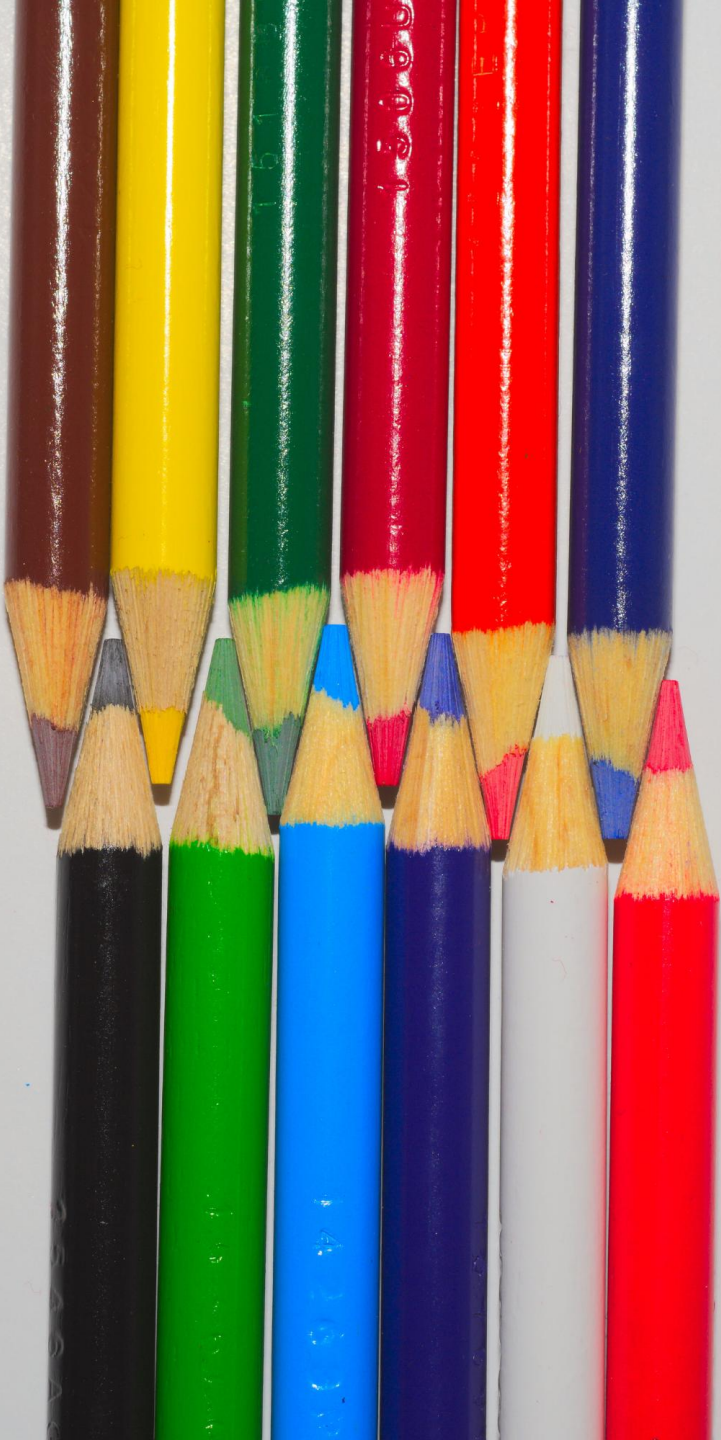
Dressing is a way of life.

Yves Saint Laurent

MODULE FIVE

Dressing for Success

Understanding what is communicated through the clothes you wear will help you develop a wardrobe that will enhance your networking and public relations goals.



The Meaning of Colors

Red

- Courage
- Confidence

Blue

- Youth
- Peace

Gray

- Security
- Maturity

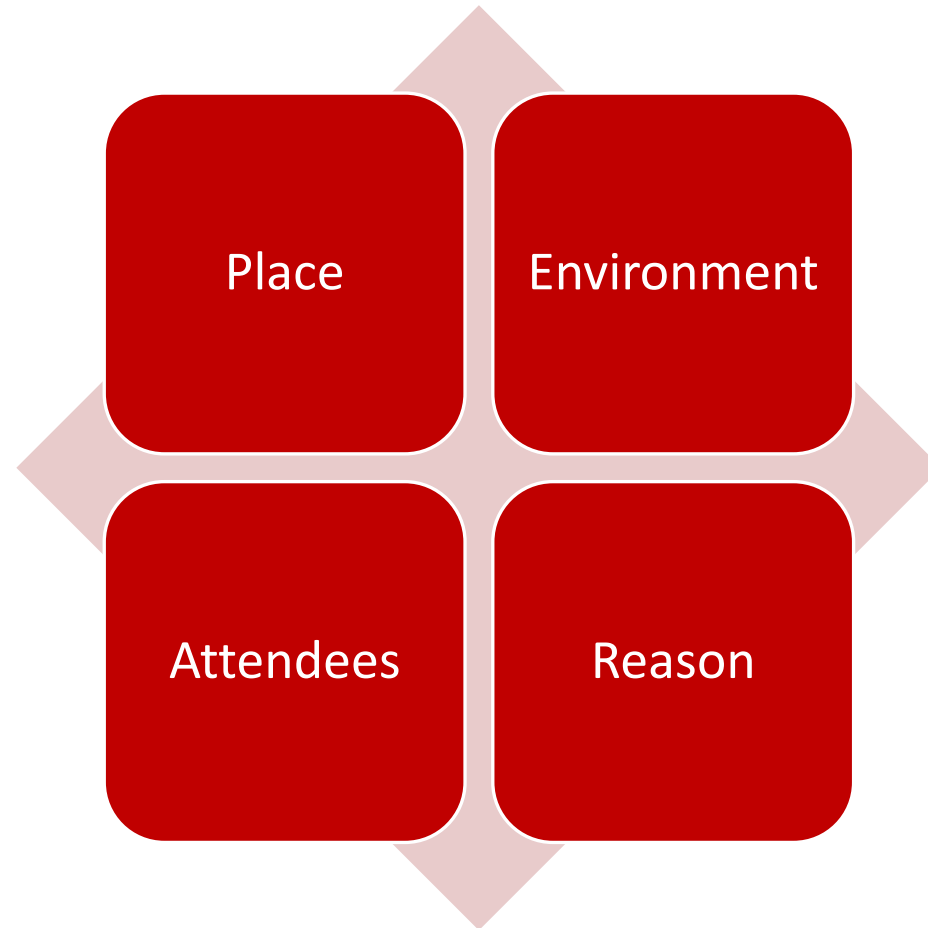
Interpreting Common Dress Codes

- Wear casual pants or skirts
- Button, polo shirt or blouse
- Closed toed shoes





Deciding What to Wear



Practical Illustration



- The Meaning of Colors
- Interpreting Common Dress Codes
- Deciding What to Wear

Module Five: Review Questions

1. Networking is a _____ event, and how you dress can help you make the best impression.

A. Never-ending

B. Front and center

C. Face-to-face

D. Touch and go

Module Five: Review Questions

2. _____ what is communicated through the clothes you wear will help you develop a wardrobe that will enhance your networking and public relations goals.

A. Devouring

B. Understanding

C. Complaining

D. Scheduling

Module Five: Review Questions

3. The meaning of _____ is important to know and this should reflect in the clothes you wear.

A. Colors

B. Names

C. Words

D. Life

Module Five: Review Questions

4. The colors you wear when networking could _____ a message you did not want to send.

A. Cause

B. Thwart

C. Send

D. Hide

Module Five: Review Questions

5. Each color has some basic meanings. What does Red mean?

A. Life and well-being

B. Order and convention

C. Action, courage, vitality and confidence

D. Youth and peace

Module Five: Review Questions

6. What does White mean?

A. Cleanliness

B. Order and convention

C. Youth and peace

D. Stability

Module Five: Review Questions

7. What does Black mean?

A. Action, courage, vitality and confidence

B. Life and well-being

C. Stability

D. Cleanliness

Module Five: Review Questions

8. What does gray mean?

A. Security and maturity

B. Stability

C. Youth and peace

D. Life and well-being

Module Five: Review Questions

9. The color you choose will depend on the _____ and type of function you are going to encounter.

A. Audience

B. Pay rate

C. Mood

D. Necessity

Module Five: Review Questions

10. Which of these would not be appropriate attire for a business event?

A. Casual pants or skirts

B. Button, polo shirt or blouse

C. Open toed kitten heels

D. Closed toed shoes

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Easy reading is damn hard writing.

Nathaniel Hawthorne



MODULE SIX

Writing

Great written communication will help you demonstrate your value and ability to convey ideas.



Business Letters

Letterhead

Inside address

Salutation

Complimentary
close

Signature block

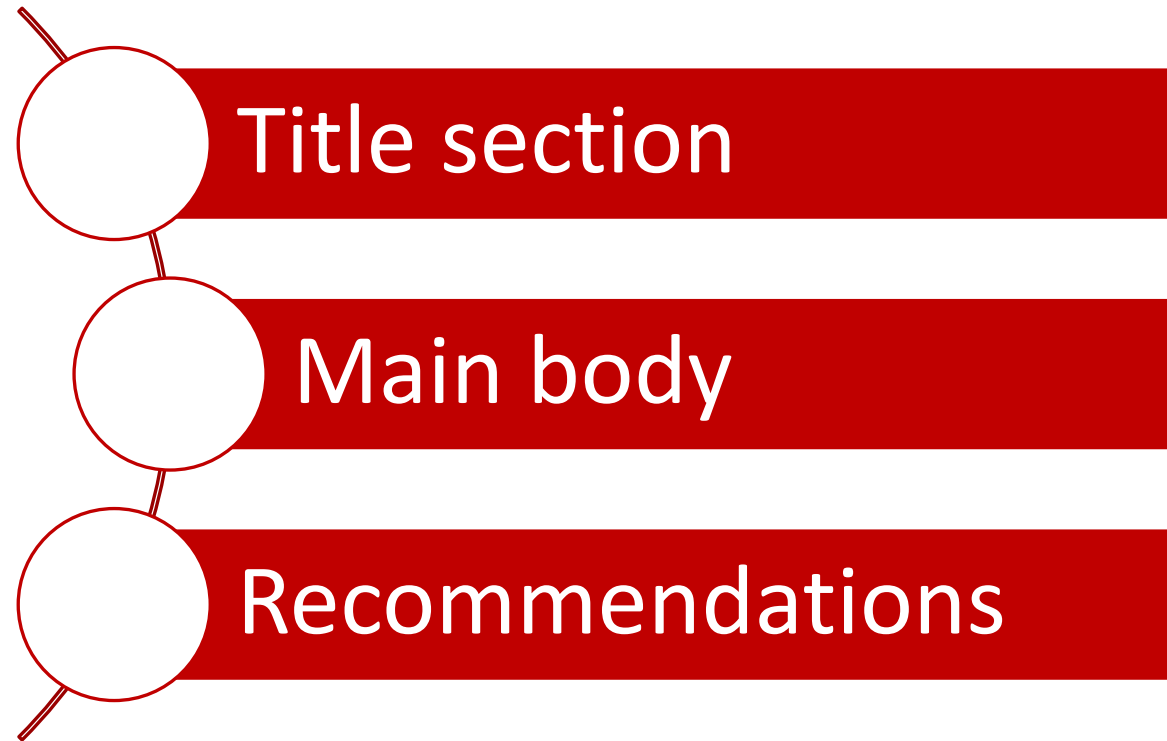
Writing Proposals

A proposal is a useful tool in communicating your ideas to decision makers, inside and outside of your organization.





Reports



Executive Summaries

- Nature of the subject
- Essential points
- Decisions needed
- Alternatives with cost and benefits



Practical Illustration



- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

Module Six: Review Questions

1. Your _____ communication leaves a lasting impression on those who read it.

A. Written

B. Hidden

C. Coded

D. Encrypted

Module Six: Review Questions

2. Writing is a large part of your _____ and should be done well.

A. Day

B. Communication

C. Tools

D. Expectations

Module Six: Review Questions

3. Great written communication will help you _____ your value and ability to convey ideas.

A. Demonstrate

B. Alienate

C. Procrastinate

D. Subjugate

Module Six: Review Questions

4. _____ writing is essential in networking.

A. Argumentative

B. Horrible

C. Effective

D. Weak

Module Six: Review Questions

5. The business _____ is the most basic form of written communication.

A. Attire

B. Letter

C. Leader

D. Loss

Module Six: Review Questions

6. There are _____ basic elements to a business letter.

A. Thousands

B. Dozens

C. Seven

D. Few

Module Six: Review Questions

7. These are the seven basic elements of a business letter:

A. Envelope, date, inside address,
catchphrase, salutation, letterhead,
body

B. Letterhead, date, inside address,
salutation, body of the letter, complimentary
close, signature block

C. Signature block, date, inside address,
catchphrase, body language, hello,
goodbye

D. Letterhead, email address, inside
address, salutation, body,
compliments, signature, post script

Module Six: Review Questions

8. The inside address is the address of the _____.

A. Diner

B. Recipient

C. Boss

D. Coffee shop

Module Six: Review Questions

9. A _____ is a useful tool in communicating your ideas to decision makers in and out of your organization.

A. Profit

B. Proposal

C. Language

D. Ring

Module Six: Review Questions

10. The goal of the proposal is to _____ a decision to move forward into a project or purchase.

A. Invoke

B. Evoke

C. Revoke

D. Revolt



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A goal without a plan is just a wish.

Larry Elder

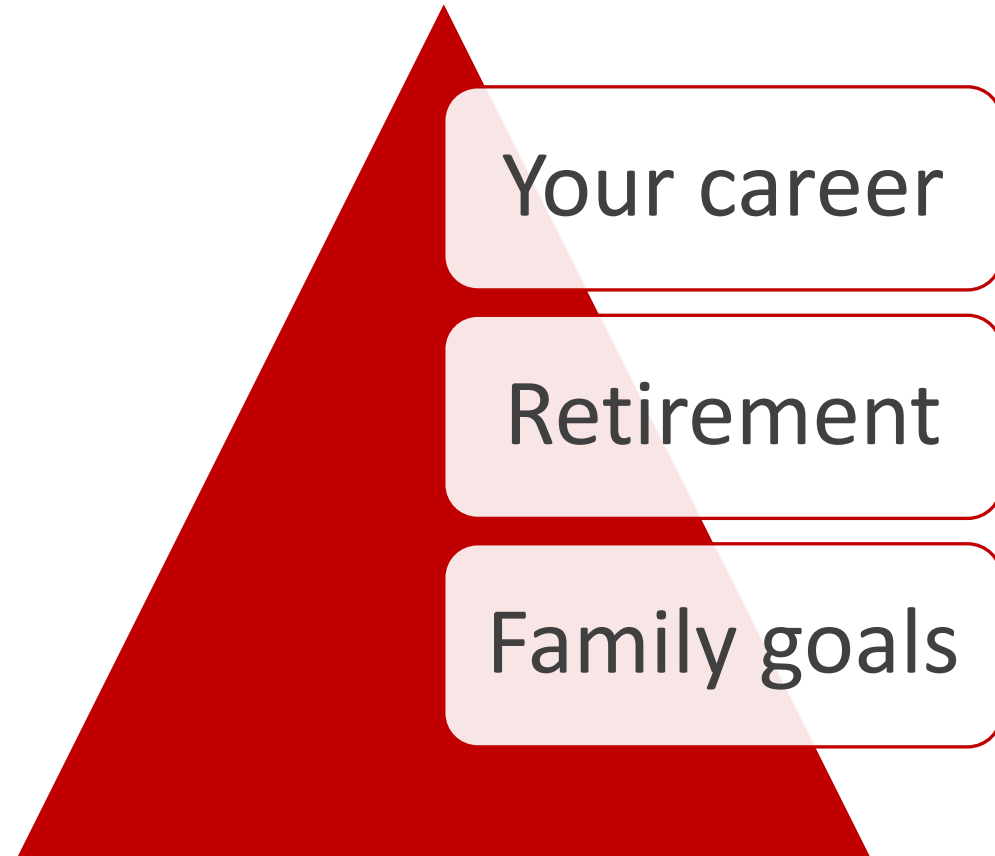
MODULE SEVEN

Setting Goals

Understanding how to formulate goals that are realistic and achievable will help you network with results.



Understanding Goals



SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Timed



A person wearing a blue shirt, dark shorts, and a backpack stands on a rocky mountain peak. Their arms are raised in a 'V' shape, and they are looking out over a vast, hazy mountain range under a clear sky. The foreground shows the rocky and grassy terrain of the peak.

Helping Others With Goal Setting

- You help to create a stronger network
- You may learn some new ideas
- You get to practice goal writing

Practical Illustration



- Understanding Goals
- SMART Goals
- Helping Others With Goal Setting

Module Seven: Review Questions

1. When networking and managing public _____, you should have clear and measurable goals of what you want to achieve when networking.

A. Institutions

B. Relations

C. Hardships

D. Attitudes

Module Seven: Review Questions

2. _____ goals could lead to missed goals and frustration.

A. Unclear

B. Positive

C. Timely

D. Insane

Module Seven: Review Questions

3. Understanding how to formulate goals that are _____ and achievable will help you network with results.

A. Impossible

B. Realistic

C. Frightening

D. Ridiculous

Module Seven: Review Questions

4. In order to build great goals, you need a basic understanding of all of the following except:

A. SMART goal writing

B. Helping others with goal setting

C. Smart phones

D. Understanding goals in general

Module Seven: Review Questions

5. You can call a goal a dream with a _____.

A. Deadline

B. Nightmare

C. Happy ending

D. Disappointment

Module Seven: Review Questions

6. Goals state an expected _____ or achievement.

A. Scene

B. Outcome

C. Reward

D. Payoff

Module Seven: Review Questions

7. Goals have to be planned and _____.

A. Achieved

B. Written down

C. Ignored

D. Forgotten

Module Seven: Review Questions

8. Goals have to be clearly _____.

A. Defined

B. Denied

C. Deducted

D. Deactivated

Module Seven: Review Questions

9. Which is not a benefit to having clear goals?

A. You will accomplish more

B. You will make better decisions

C. You will receive a pay raise

D. You will be more confident

Module Seven: Review Questions

10. Goals do not have to be confined to your _____ life.

A. Past

B. Work

C. Home

D. Natural



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Television doesn't make stars. It's the written media, the press, that makes stars.

Chevy Chase

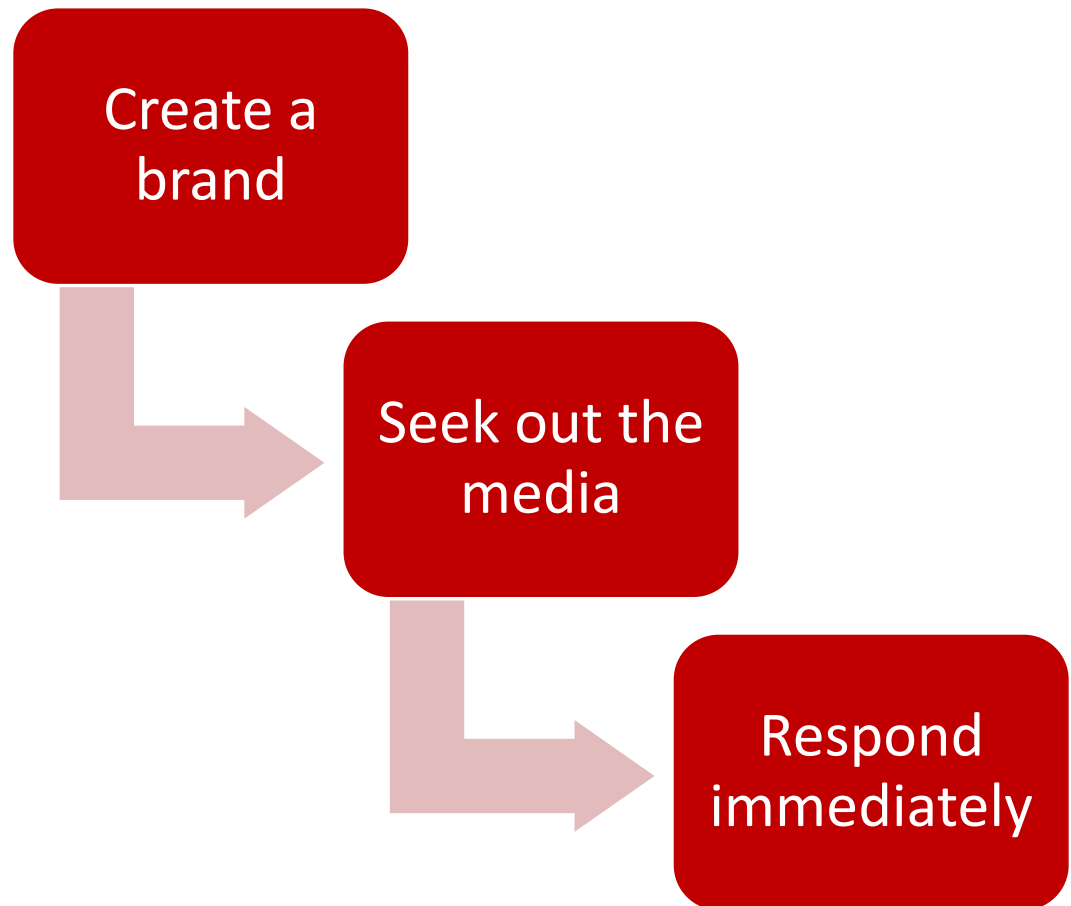
MODULE EIGHT

Media Relations

Managing media relations is another facet to networking. Let's see how you can leverage television in your networking strategy.



Television



Print

If you choose to use a magazine or newspaper for your print media resource, the consistency of readers is easier to see.





Web Presence, Blogs & the Internet

Once you have set up your blog, you can place your Web page address on your business cards and share the site with whomever you meet.

Practical Illustration



- Television
- Print
- Web Presence, Blogs & the Internet

Module Eight: Review Questions

1. _____ media relations is another facet to networking.

A. Avoiding

B. Managing

C. Broadcasting

D. Disliking

Module Eight: Review Questions

2. To leverage networking, you may want to _____ an environment that can get you on a television news program.

A. Create

B. Forget

C. Avoid

D. Retract

Module Eight: Review Questions

3. There are _____ steps to prepare and get your message on television.

A. Ninety

B. No

C. Six

D. Seven

Module Eight: Review Questions

4. The six steps are:

A. Create a brand, develop your elevator speech, seek out advice, respond immediately, be prepared, keep it simple and fresh

B. Create a name, develop a speech pattern, seek shelter, respond by email only, be frank, keep it real

C. Keep it simple, be prepared, respond, seek attention, develop a cold, create buzz

D. Create a brand, develop an elevator speech, seek advice, respond late, keep it classy, be prepared

Module Eight: Review Questions

5. _____ media comes in many forms.

A. Print

B. Platinum

C. Platonic

D. Plausible

Module Eight: Review Questions

6. Unlike television, print media is easier to _____.

A. Avoid

B. Uphold

C. Access

D. Scrutinize

Module Eight: Review Questions

7. Print media typically has a more consistent _____ of readers than say the Internet.

A. Team

B. Base

C. Group

D. Gang

Module Eight: Review Questions

8. Print media can be very _____.

A. Cagey

B. Expensive

C. Short

D. Wordy

Module Eight: Review Questions

9. The _____ is an inexpensive method in getting your message out to an endless audience around the world.

A. Web

B. Weather

C. West

D. Winter

Module Eight: Review Questions

10. Setting up a _____ is another easy tool.

A. Camp

B. Blog

C. Account

D. Heist



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A crisis is an opportunity riding the dangerous wind.

Chinese Proverb

MODULE NINE

Issues and Crisis Communication Planning

Having a plan before a crisis occurs will help you take better control of the situation and project confidence to your audience.



Gauging the Impending Crisis Level

What happened?

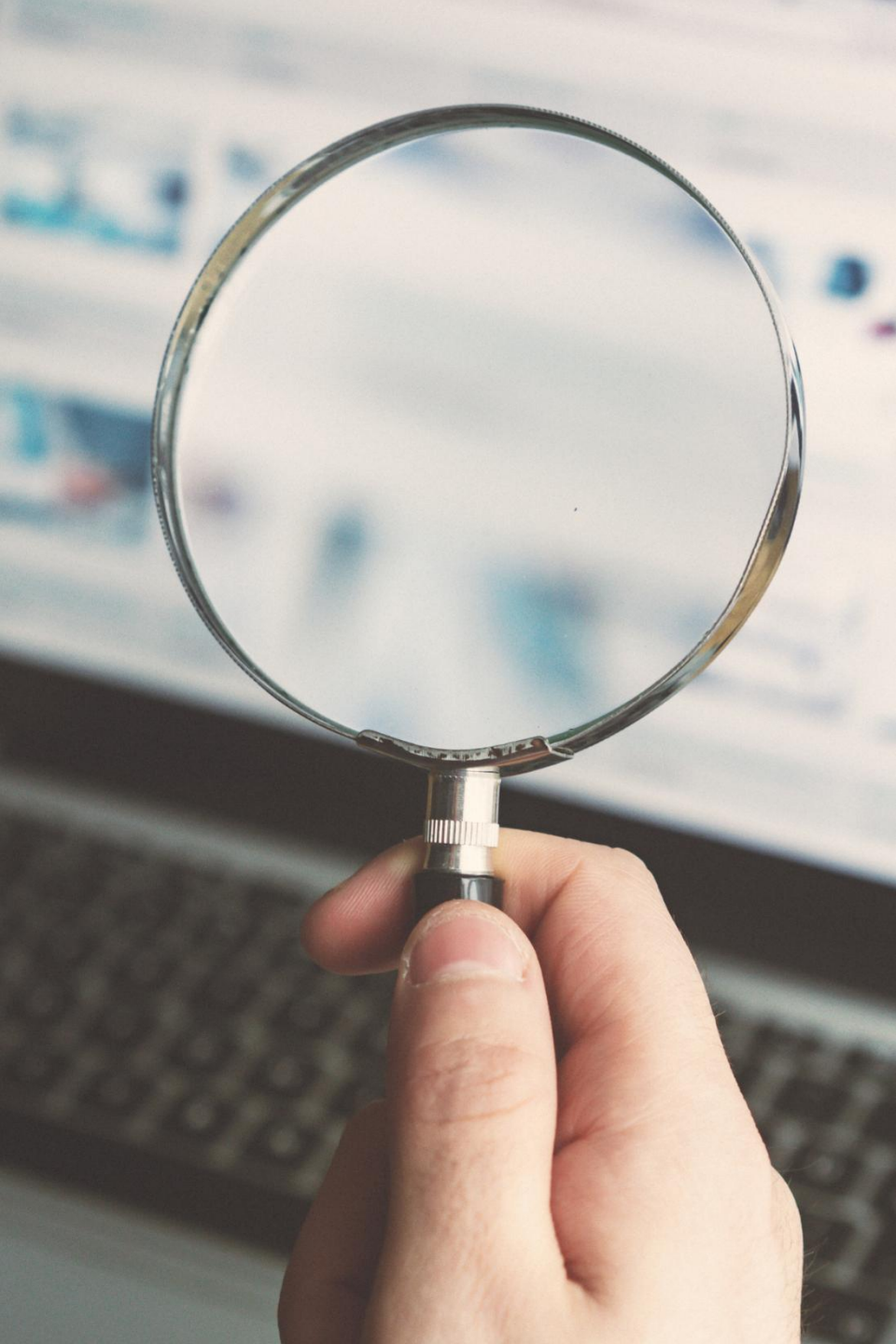
Why did it happen?

What are the ramifications?

Providing Feedback and Insights

- Research
- Understanding
- Neutral point-of-view





How Information Will Be Distributed

- Parties to contact.
- Method of contact (ex. email, letter, phone or in person).
- Information to be communicated.

Tracking the Overall Effect

- How the data was found
- Name of the source
- Popularity of the source



Practical Illustration



- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information Will Be Distributed
- Tracking the Overall Effect

Module Nine: Review Questions

1. At times, you may be confronted with a pressing issue or _____.

A. Crisis

B. Nothing

C. Dessert

D. Work

Module Nine: Review Questions

2. Having a _____ before a crisis occurs will help you take better control of the situation.

A. Drink

B. Plan

C. Menu

D. Exit

Module Nine: Review Questions

3. You must learn to _____ the crisis level.

A. Avoid

B. Defeat

C. Gauge

D. Engage

Module Nine: Review Questions

4. You will need to provide _____ and insight.

A. Beverages

B. Grief

C. Feedback

D. Warmth

Module Nine: Review Questions

5. You will have to decide how _____ will be distributed.

A. Information

B. Snacks

C. Monies

D. Prizes

Module Nine: Review Questions

6. Being caught off guard will leave you _____ and contribute little value to the situation

A. Frantic

B. Spastic

C. Paralyzed

D. Indebted

Module Nine: Review Questions

7. Once you gauge the _____, you are able to determine action.

A. Temperature

B. Fire

C. Crisis

D. Finances

Module Nine: Review Questions

8. Providing feedback and _____ on a crisis is a delicate job, but doing it right will increase your credibility, allowing you to meet more people and increase your network.

A. Insight

B. Intuition

C. Inventiveness

D. Ingenuity

Module Nine: Review Questions

9. The key to giving good feedback and reliable insight is to be _____ about the crisis through quick data gathering.

A. Lost

B. Knowledgeable

C. Reliable

D. Undeniable

Module Nine: Review Questions

10. When a crisis occurs and you have gauged the situation, begin using the _____ technique so you can gain the information you need to formulate an assessment and provide clear insight.

A. FUN

B. RUN

C. DRUM

D. HUM

A decorative graphic on the left side of the slide, consisting of a network of white dots connected by thin white lines, resembling a molecular or social network structure. It is positioned on the left edge, extending from the top to the bottom of the frame.

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Social networking sites like MySpace, Friendster and Facebook have literally exploded in popularity in just a few short years.

Mike Fitzpatrick

MODULE TEN

Social Media (The PR Toolkit)

Understanding the various types of social media outlets will help you formulate a strategy that can employ one or more of these tools.



Blogs

Blogs provide a way for a person with little technical skills to create a webpage and share information with little training and expense.

Wikis

There are large wiki communities out on the Web and they are mostly free to use. This is a great way to expand your network.





Podcasts

If you are able to create videos or audio files and make them downloadable files, then you can create podcasts.

Social Bookmarks

Social bookmarking is a way for you to organize these links onto a Webpage and share it with others.





RSS Feeds

Websites that offer this feature usually have the RSS symbol, that when clicked, adds it to your web browser as a feed.

Practical Illustration



- Blogs
- Wikis
- Podcasts
- Social Bookmarks
- RSS Feeds

Module Ten: Review Questions

1. Social _____ is a powerful tool that can increase the scope of your network greatly.

A. Media

B. Outcast

C. Campaign

D. Agenda

Module Ten: Review Questions

2. _____ the various types of social media outlets will help you formulate a strategy that can employ one or more of these tools.

A. Ignoring

B. Understanding

C. Navigating

D. Dedicating

Module Ten: Review Questions

3. A _____ is short for a weblog, which is a journal made available on the Internet.

A. Vlog

B. Blog

C. Hog

D. Frog

Module Ten: Review Questions

4. The journal is in _____ order and the blog could contain pictures and other media for sharing.

A. Nonsense

B. Smart

C. Chronological

D. Mistimed

Module Ten: Review Questions

5. A blog is a powerful tool for _____.

A. Networking

B. Growing

C. Knowing

D. Draining

Module Ten: Review Questions

6. Blogs provide a way for a person with little technical skills to create a _____ and share information with little training and expense.

A. Webpage

B. Bookmarking

C. Set

D. Show

Module Ten: Review Questions

7. The blog _____ is a relatively easy system to use.

A. Families

B. Authoring

C. Ribbing

D. Fitting

Module Ten: Review Questions

8. Blogs, Wikis, Podcasts, Social Bookmarks, and RSS feeds are all examples of social media _____.

A. Tools

B. Disasters

C. Prices

D. Warnings

Module Ten: Review Questions

9. You can easily share your blog _____ address with others and they can view your ideas in detail from the comfort of their computer.

A. Intentions

B. Photos

C. Website

D. Favorites

Module Ten: Review Questions

10. Blogs can _____ past posts into month categories or topics.

A. Archive

B. Delete

C. Detonate

D. Eliminate



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Communication works for those who work at it.

John Powell

MODULE ELEVEN

Employee Communications

Increasing your effectiveness with employee communication will help reinforce your network and leverage the word-of-mouth power your employees have, to your benefit.



Verbal Communication

Verbal communication is the art of being able to say something with the fewest words possible.

Non-Verbal Communication Skills (Body Language)

- Static Features
- Dynamic Features





Email Etiquette

- Avoid using email to write a long letter.
- Avoid getting straight to the point in your email.
- Do not use shorthand or text messaging abbreviations in your emails.

Negotiation Skills

That company you just negotiated with could be a place you might want to represent in the future.





Making an Impact

Be a listener



Be a seeker of feedback



Be ever enthusiastic about other people

Practical Illustration



- Verbal Communication
- Non-Verbal Communication Skills (Body Language)
- Email Etiquette
- Negotiation Skills
- Making an Impact

Module Eleven: Review Questions

1. _____ to your employees is a crucial part of your network.

A. Dividing

B. Reprimanding

C. Communicating

D. Delegating

Module Eleven: Review Questions

2. _____ communication to your employees could lead to uncontrolled negative message about you.

A. Powerful

B. Poor

C. Probable

D. Profitable

Module Eleven: Review Questions

3. _____ your effectiveness with employee communication will help reinforce your network and leverage the word-of-mouth power your employees have to your benefit.

A. Increasing

B. Decreasing

C. Eliminating

D. Diagnosing

Module Eleven: Review Questions

4. _____ communication is the art of being able to say something with the least words possible.

A. Verbal

B. Eye

C. Body

D. Manly

Module Eleven: Review Questions

5. Keeping your verbal communication _____ and simple, makes you a better verbal communicator.

A. Short

B. Long-winded

C. Wishful

D. Thankless

Module Eleven: Review Questions

6. When communicating verbally, your _____ choice is important.

A. Clothing

B. Word

C. Food

D. Single

Module Eleven: Review Questions

7. What does the acronym kiss stand for?

A. Keep it sweet and simple

B. Keep it simple and satisfying

C. Keep it short and simple

D. Keep it safe and simple

Module Eleven: Review Questions

8. Having _____ of how non-verbal communication works is essential.

A. Compliance

B. Knowledge

C. Complaints

D. Reasons

Module Eleven: Review Questions

9. There are ____ basic categories of non-verbal communication.

A. Six

B. Five

C. Two

D. Eight

Module Eleven: Review Questions

10. _____ features are those that deal with aspects like distance and posture.

A. Retroactive

B. Static

C. Frantic

D. Casual

MODULE TWELVE

Wrapping Up

Although this workshop is ending, we hope that your journey to improve your networking, Media, and Public Relations skills is just beginning.



Words From the Wise

The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own.

- Bob Burg

Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread.

- Johan Arndt

Experience is not what happens to a man; it is what a man does with what happens to him.

- Aldous Huxley