

## Workbook - PR & communication strategy

Congratulations on having confirmed your international engagement. Now it is time to maximise the impact of all your efforts to make it a success for everyone involved. The best way to do that is to create a communications strategy for three stages; the behind-the-scenes-phase (when no-one knows about it), the launch (when you want the entire world to know about it) and finally the post-production phase (when you wrap everything up, evaluate the process and use it as a stepping stone for the next step).

In this workbook you will be given a pathway to follow to ensure you have covered the things you need to do. This includes both internal and external communication.

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.



I have identified my target audience/customers for this campaign

I am liaising with the venue and key people involved on all things communications related

I know how many tickets to sell

I have a team of people to help with the campaign

I have set clear goals

I have clear key topics and messages



On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.



I have a plan and strategy for the distribution

I have a strategy for which channels I will use, on and offline

I have a detailed time plan with PR and Marketing activities for the whole campaign

I have media monitoring

I have created a bespoke media list

I have a compelling story

I have written a newsworthy press release

I have sent out my press release

I monitor, track and measure the results of my campaign on a daily and weekly basis

I have analysed and evaluated my campaign

I have thanked everyone involved



## Behind-the-scenes-phase

Before you make your news official, identify the PR and Marketing goals for the campaign and how you intend to measure them. It could be the number of articles, reviews, subscribers and followers you wish to get as a result. The people you want to connect with and/or ticket sales that followed as a result of your outreach. Also set a budget for the PR and Marketing to keep track of the expenditure and closely monitor progress.

**My top three goals for the PR and Marketing campaign are:**

**I have a dedicated budget for the campaign:**

YES

NO



Liaise with the venue (and/or co-producers, promoters, agents or other people involved with your international engagement) to find out what PR and Marketing activities they are planning and how you can collaborate. They might have restrictions for what you can and cannot say and do, so this is an important step BEFORE you go on crafting your own campaign. This should also include your sales goal, so find out what they are expecting of you in terms of ticket sales. You also need to know if you are allowed to bring sponsors and partners onboard, and if they have any restrictions in that regard. This is important for the potential of inclusion of logos in the press release and marketing material.

**I have spoken with the venue and other key people involved and agreed on a plan:**

YES

NO

**I know how many tickets are on sale, and will receive daily/weekly updates from the venue:**

YES

NO

**I have identified the possibility of using sponsor and partner logos in the material:**

YES

NO



## Create your PR and Marketing material

Pay great attention to the quality of both copy and design, to get it right from the start. Once your news have broken, people and the media will share it and it will be difficult to amend any mistakes. This includes which photos you want to use, and how you describe this event and the people involved. Do make sure your photos and marketing material are all royalty free and reflect your brand and the event. And include a # and tags of the event for extra reach.

**I have made sure all content is royalty free:**

YES

NO

My # for the event is: \_\_\_\_\_

A tip of advice is to contract a professional copywriter and graphic designer from the beginning to help you with your overall look and feel of your promotional material. It is well worth the investment and helps magnify your brand long after this event is over.

**I have hired a copywriter:**

YES

NO

**I have contracted a graphic designer:**

YES

NO

It is also advisable to identify the roles of everyone involved with the campaign, including the team leader.



I have a team to help with the PR and Marketing. They are:



## Public relations

Identify your key stories and messages.

What is your story and why is it relevant now? Story-telling is a great way to cut through the noise and communicate who you are and what's unique about you and what you've got coming up. By having your brand story and identity clarified before going on tour, it will be easier to build on that for the news of your upcoming launch.

**I have created a compelling and inspiring story to use in the campaign:**

YES

NO

### Identify your target audience/people to contact

This will then make it easier to craft a message that resonates with that group of people.

Radio, TV, Newspapers, online magazines, bloggers, influencers, industry experts and leaders, sponsors and partners, agents - the options are many. Find people in your niche who you know covers/have an interest in stories similar to your own. You can also be creative and think outside the box, as long as your news are relevant to them. You can use a Google Doc sheet and create pages for each category.

**I have created a bespoke media list:**

YES

NO



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## PR distribution

Identify top sources where you want your news to be featured.

They can be Paid, Earned, Shared and Owned sources.

Paid = Pay to be somewhere where you can spread your news

Earned = A radio station mentions your news based on your press release

Shared = Your news are being shared online

Owned = Information you posts yourself on your own sites

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**I have identified my top sources, they are:**

There are several ways in which you can distribute your press release. Via email, a digital newswire or another more bespoke PR-tool. You could choose to pitch individually or send a larger batch of emails (with personalised header) OR use something like PR Newswire or Cision to really go wide online. That way search engines will pick up on your news even though it hasn't been covered in the media, so include the right keywords, tags and # to optimise the reach. You can still pitch individually, and it's also something that's recommended. Your chances of media coverage are much higher if you speak directly with the journalists.





I have decided how to distribute my press release. This is how I will do it:

Decide which channels you will use for your communications based on where your audience/target market is. They could be Facebook, Twitter, YouTube, Instagram and/or other.

Channels to use

Current number of followers

Goal number of  
followers after event



## Schedule your content

Create a 7 day/week calendar 24h/day for when you plan to publish your various news. This should also include where you post it and what the news are. Start now and end two weeks after the event.

I have created a content calendar:

YES

NO



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## Monitor the news

Keep track of what is being said about your brand and your news. Keep an eye on competitors, challenges in your industry, newsworthy topics which you could use to pitch your story and so on. Research which media monitoring tools are best for you. Sometimes the venue monitors the media themselves, so can give you media outreach if you ask kindly, BUT to be on the safe side, do not rely on others. Set up your own agent.

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**I have researched and decided which media monitoring tool I will use. It is:**



## Press release

A press release should have a compelling title and information about the What, When, Who, Why, Where and How. It should be newsworthy and make it easy for others to cover your story. Contact details must be included and a media contact for enquiries and press tickets. Do find out what length press releases have in the country you are visiting, and which formats they prefer.

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**I have created a press release bespoke to the country I am visiting:**

YES

NO

Afterwards, analyse the results, the reach and the engagement. What went well, what did not go so well, and what have you learned for next time.



## Marketing material

Flyers, posters, show programmes should all be considered and printed in advance to have time for distribution all over town. You can then upload digital versions to your website and social media for downloads.

**I have created marketing material which can be used both online and offline:**

YES

NO

**I have identified where and when I will distribute my marketing material:**

YES

NO

Online diaries, blogs, adverts, advertorials, solo-ads, Joint Ventures – make a note of all these things to build it into your campaign. Where do you want to be visible, and what info do you need to submit? Some online diaries have deadlines for submissions, so find out what those are.

**I have identified sources for my marketing activities:**

YES

NO



## Promotional partners

Find promotional partners, who want to help you spread the word and market the event for you. It could be an organisation, a company, an influencer or anyone who are likely to support what you do. Create a win-win for them and identify what they want in return.

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**My top five promotional partners are:**



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## Update your online presence

### Website

Update your website so that achieves the goals you have set out for the campaign. It might be to raise your profile in your industry, have people sign up for your newsletter or find a link to tickets.

**My website is up to date:**

YES

NO

### Social Media

Update your social media and decide which platforms you are going to use for this campaign. Then post daily, to build momentum. Take a screenshot before of each page, to measure engagement and increase of followers by the end of the launch.

**My social media are ready for the launch:**

YES

NO

### Mailinglists

Have your mailinglist ready for people who want to sign up for your news. This is a perfect way to build and grow a loyal tribe of people organically as a result of the attention you will get.

**I have a way to capture people's emails and grow my emailing list:**

YES

NO



## Call-to-action

Have call to action-buttons and links set up across all your digital media, to convert traffic to leads and sales.

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**My call to action is:**

## Internal communication

Inform everyone in your production of the plan and goals for campaign. Let them know which social media you will be using and how they can help to create “buzz” by liking, sharing and actively be engaged. Liaise with the venue and external stake holders to synchronise the steps of the campaign. Communication is key, so set a weekly rhythm to follow up on all PR and Marketing activities and make necessary adjustments along the way.





## Launch date

### Below is a check-list for your launch:

Send out the press release

Pitch media individually

Follow up media requests (speed is key, or you might loose out)

Social Media Management

Collaborate with venue and other key people involved.

A call to action

Everyone in the team/production to RT/share/boost posts

Media monitoring set up with alerts twice daily (or as they happen)

The secret behind a successful campaign is to be crystal clear about the outcome you want to see, and then work daily to achieve those goals. Did it not make it into a media outlet? See if there is another way. Use guerrilla marketing strategies in combination with old fashioned PR-activities. Create positive word-of-mouth and have other people talk about your event for you.

Partner up with brand partners to parachute in and connect up with their network. It's how it is all working together that is the trick. I have used the metaphor of a conductor before, and it is the same here. Someone must be in charge of the overall campaign strategy so that everything is in sync and works well together. That is how you magnify the impact of your upcoming engagement.



## Post-production

The secret behind a successful campaign is to be crystal clear about the outcome you want to see, and then work daily to achieve those goals. Did it not make it into a media outlet? See if there is another way. Use guerrilla marketing strategies in combination with old fashioned PR-activities. Create positive word-of-mouth and have other people talk about your event for you. Partner up with brand partners to parachute in and connect up with their network. It's how it is all working together that is the trick. I have used the metaphor of a conductor before, and it is the same here. Someone must be in charge of the overall campaign strategy so that everything is in sync and works well together. That is how you magnify the impact of your upcoming engagement.

**I have collected press mentions and keep them in one place for easy access:**

YES

NO

**I have written a media report summary of all the activities:**

YES

NO

**I have followed up with partners, sponsors and key people in the production and shared the media results with them:**

YES

NO

**I have followed up with the venue to evaluate the collaboration and cross check media results:**

YES

NO



Highlights during this campaign have been:

Things that I have learned from this campaign are:

This is what I can do better next time:



**This is my big win from this campaign:**

**Here are top three ways I can build on this occasion for the future:**

**I have thanked journalists, bloggers, influencers, promotional partners and others who have helped spread the news about my event:**

YES

NO



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## Congratulations on completing this workbook!

It takes time to build a strong media presence, so let things grow organically and focus on what's most necessary in the campaign. It is impossible to do everything, so make sure the things you DO focus on count.

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**What is the number one action you can take to grow your PR and Marketing strategy in a fun and easy way?**

## Resources

[www.fotor.com](http://www.fotor.com)  
[www.Canva.com](http://www.Canva.com)  
[www.Picmonkey.com](http://www.Picmonkey.com)  
[www.Meltwater.com](http://www.Meltwater.com)  
[www.Gorkana.com](http://www.Gorkana.com)  
[www.PRNewsWire.com](http://www.PRNewsWire.com)  
[www.MyNewsDesk](http://www.MyNewsDesk)  
[www.helpareporter.co.uk](http://www.helpareporter.co.uk)  
[www.hjalpenjournalist.nu](http://www.hjalpenjournalist.nu)