WORLD PR COMMUNICATIONS MONTH

1. ANNOUNCEMENT & NEW RELEASE
2. EVENT LOGO
3. PROUDLY IN PR
4. GLOBAL PR NEWS
5. FORTHCOMING EVENTS
6. TOOL KIT
1. ANNOUNCEMENT & NEWS RELEASE
1. ANNOUNCEMENT & NEWS RELEASE

- World PR Communications month has already been announced on our website and via email blasts to members.
- A link to a news release is included for dispatching to local media.
- The announcement gives an overview of plans for the month, which are detailed in this deck.
- We request you to use #PRCommsMonth in digital posts on our celebration.
2. EVENT LOGO

To brand all activities during World PR Communications Month
2. EVENT LOGO

- You will be given high resolution files of the logos. You may use any of them based on the size and orientation of your materials as well as the background on which the logos will be placed.

- On the next few slides are the various logos that you may use.
ON TEXTURES & IMAGES

World PR Communications Month

World PR Communications Month

World PR Communications Month

World PR Communications Month
3. PROUDLY IN PR

Social posts to celebrate who we are and what we do in the industry
3. PROUDLY IN PR

• Please feature members of your respective associations in your own social media assets. Using quotes from these members, showcase what they do for our industry and celebrate the diversity of our work as PR professionals.

• Templates will be given to you so you can just plug in your desired texts and photos. There will be space for you to include your own organization logo too.

• The following slides show sample social media cards and how they may be used as social media posts.
I help to equip the new generation of PR practitioners with the tools to run our industry.

Norman A. Agatep, APR
Lecturer, Ateneo de Manila University

My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.

Lady Ochel Espinosa
Southeast Asia Insights Director, Isentia
I help to equip the new generation of PR practitioners with the tools to run our industry.

Norman A. Agatep, APR
Lecturer, Ateneo de Manila University

GLOBAL ALLIANCE
15 min

PROUDLY IN PR. September is World PR Communications Month. Let’s celebrate the many ways we all contribute to our industry. Honing the talents of future practitioners is just one. Is PR your tool to build brands and connect with consumers? Do you use communication to give voice to marginalized communities? Are you all about crystallizing a culture within your internal team? Tell us about it.

#PRCommsMonth #GlobalAlliance
My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.

Lady Ochel Espinosa
Southeast Asia Insights Director, Tetania

MEASURING PR VALUE. Ochel leads a team of professionals who surface human insights that become a basis for measuring the impact of PR on various stakeholders. What else are PR Pros doing today to advance our practice in the world? Tell us all about it.

#PRCommsMonth #GlobalAlliance
4. GLOBAL PR NEWS

Social posts to highlight activities of our member organizations
4. GLOBAL PR NEWS

- Please announce PR news and activities in your respective markets that happen within September—membership meetings, student engagement, conferences and seminars, book launches, etc.

- Templates for such posts are also in your tool kit. There will be space for your own logos too.

- The next slides show sample executions of such announcements.
At the last General Membership meeting of the Public Relations Society of the Philippines, Philstar Media Group Head of Digital Jayvee Fernandez asked this important question: Are your PR skills and knowledge ready for Web3 and the Metaverse?
GLOBAL ALLIANCE

CRYPTO OR CRYPTIC? Members of the Public Relations Society of the Philippines gathered recently to discuss the future of our practice amidst the global growth of Web3 and the Metaverse. What other conversations should PR Pros be leading at this time and age? Tell us your thoughts as we celebrate this September, World PR and Communications Month.

#PRCommsMonth #GlobalAlliance
5. FORTHCOMING EVENTS

Social posts to announce coming events and invite others to participate
5. FORTHCOMING EVENTS

- You may also announce your forthcoming events via social posts and invite the public to these activities. Do share these invitations to GA if the events are open to our members around the world.

- Sample posts in the sext slides.
SAMPLE ART CARD

PUBLIC RELATIONS IN THE AGE OF CHANGE
September 18, 2021 | Monday 3-4pm (Manila Time)

MODERATOR:
NORMAN AGATER, APR
Advisor, Public Relations Society of the Philippines

SPEAKERS:

JANE WILLIAM GILBO
Pre-Vice-Chancellor, University of the Philippines Baguio

GLORYS BIAO, APR
Principal, G&G Public Relations Incorporated

PETROS MASTES, Fprak, Fepro, Fipdr
CLerk, Ventures Integrated Communications Ltd

ROYB MAYAH
Immediate Past-President, Hong Kong Public Relations Professional Association

World Communications Month
Zoom Meeting: bit.ly/WorldPRCommMonth
PUBLIC RELATIONS IN THE AGE OF CHANGE

September 18, 2023 | Monday 3-4pm (Metro Manila Time)

AUDIENCE:
NORMAN AGATEP, APR
President, Public Relations Society of the Philippines

SPEAKERS:
JUDE MILLSAUR DIESAS
Executive Director, University of the Philippines College of Arts and Letters

GLADYS CHAN, APR
Internal, Corporate Communications Consultant, Inc.

PIERRE BISTRIZ, Epera, TagIMP, FILIP
Chief, Newsroom Digital Communications Chief

DORIS MAN
Innovators and Innovators, Hong Kong Public Relations Professionals Association

GLOBAL ALLIANCE

15 min

PR IN THE AGE OF CHANGE. Where is our industry headed? What is the future of our practice? How have recent global disruptions altered the world of PR. Let’s talk about it as we celebrate this September, World PR Communications Month. Register for this webinar now.

#PRCommsMonth #GlobalAlliance

PUBLIC RELATIONS IN THE AGE OF CHANGE

September 18, 2023 | Monday 3-4pm (Metro Manila Time)

SPEAKERS:
JUDE MILLSAUR DIESAS
Executive Director, University of the Philippines College of Arts and Letters

GLADYS CHAN, APR
Internal, Corporate Communications Consultant, Inc.

PIERRE BISTRIZ, Epera, TagIMP, FILIP
Chief, Newsroom Digital Communications Chief

DORIS MAN
Innovators and Innovators, Hong Kong Public Relations Professionals Association
6. TOOL KIT
6. TOOL KIT

- With this playbook comes a link to all the tools you need to execute the tactics listed in the previous slides. Included are the logos, fonts, templates and guides, some layered files, plus the sample executions in this pdf.

- Note that the sample executions have been crafted to give you an idea of what you can post on your social media assets. Please feel free to infuse your own execution styles to best represent your organization. Just make sure that GA is properly branded and given the credit it deserves.

- The following slides give you a glimpse of the templates and guides that you will receive via the link. Thank you!