



ANNOUNCEMENT

E-Marketing Course

March 9, 2021 at
5:30pm AST

VIEDA, in partnership with IEDC, are sharing this Training for FREE! Ready to kick your business into high gear online!





How Your Small Biz Can Leverage a Public Relations Campaign for Great Results

Webinar Series on E-Marketing

SCHEDULE

- February 9: Managing & Creating Social Media Content (Part 1)
- February 23: Managing & Creating Social Media Content (Part 2) - Videos!!
- March 9: Public Relations Best Practices
- March 23: Navigating E-Commerce and Driving Online Sales
- April 6: Traditional Marketing Methods
- April 20: Customer Service (online & in-person)
- May 4: Open Q&A with subject matter experts (breakout rooms)



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Working for a Better Future for All, Since 1926

- The world's largest association for ED professionals, established 95 years ago, with 5,000+ members and network of 30,000+
- Non-profit based in Washington DC
- Mission is to help people involved in economic development at all levels to do their jobs more effectively
- When we succeed, economic developers help improve the quality of life in their communities

Sandy Dubai

PLATINUM PR

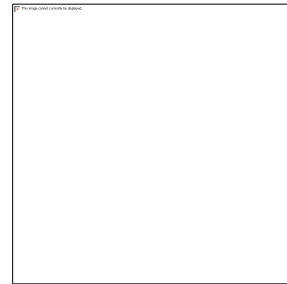
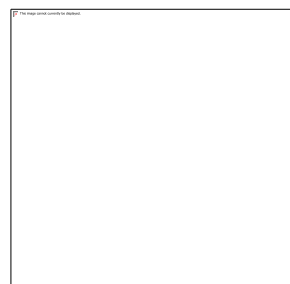
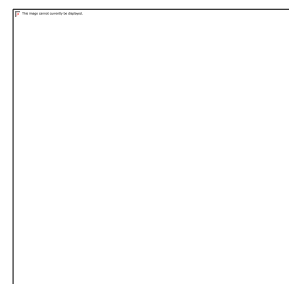
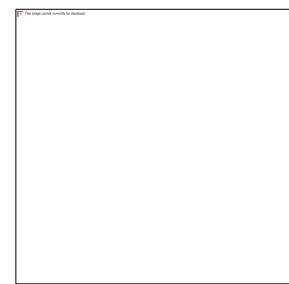
Twitter: @Platinum_PR

LinkedIn: Sandy Dubai

Instagram: @Sandy.Dubay

Instagram: @Platinum_PR

Facebook: @PlatinumPRFirm



Semele A. George

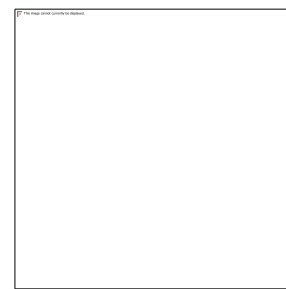
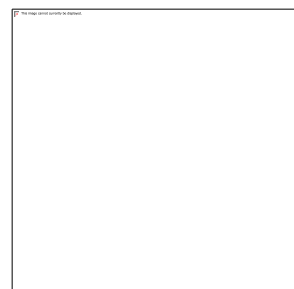
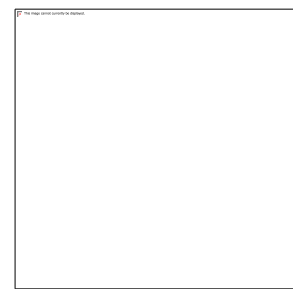
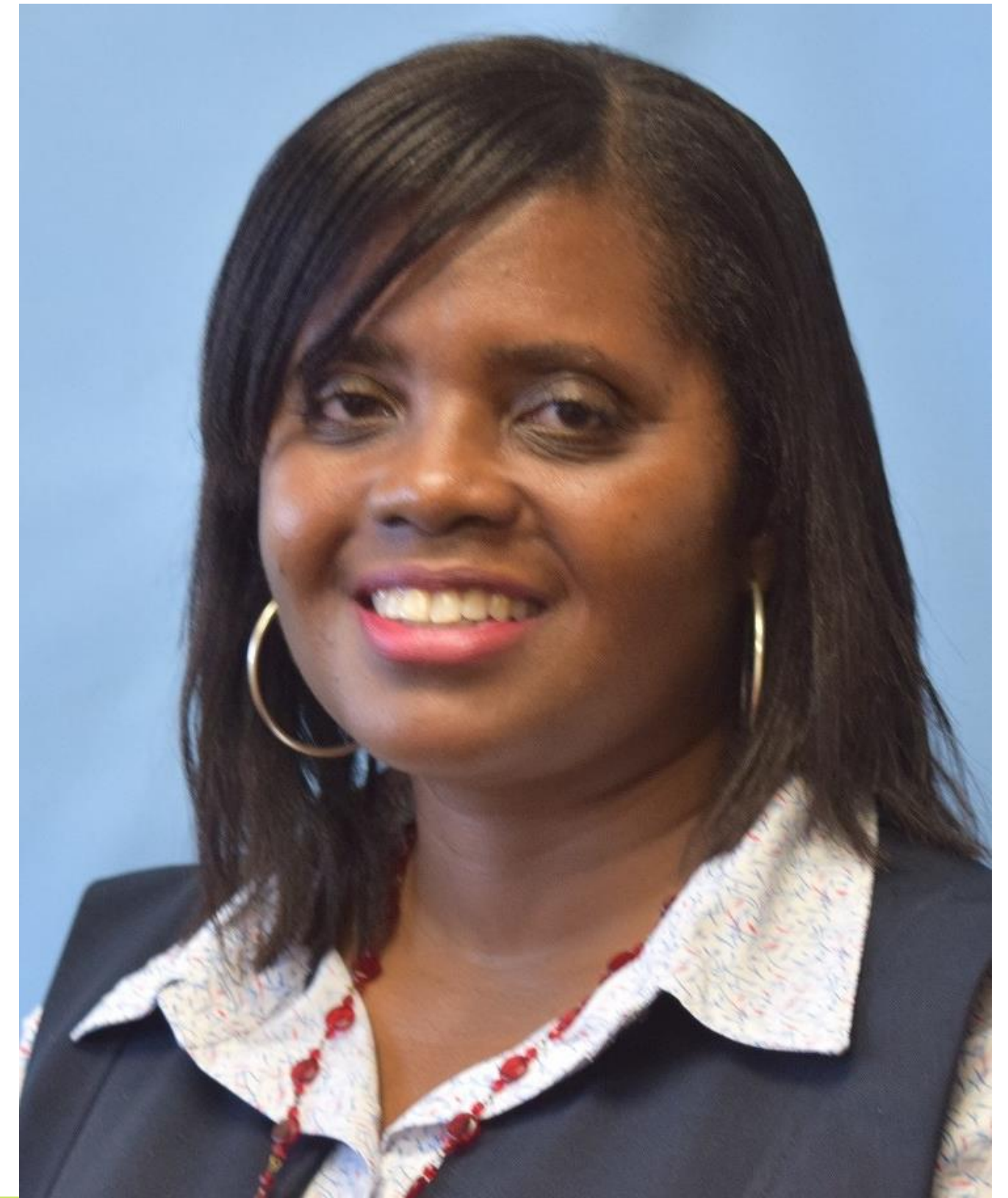
V.I. ECONOMIC DEVELOPMENT AUTHORITY

Facebook: @usvieda

Facebook: www.facebook.com/semele.george

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Presentation Guide

TOPICS TO BE COVERED

What is Public Relations / Earned Media

Creating / sending press releases


Newsletters and blogs

Best practices

General tips

A teal-tinted background image of a large arched bridge over water. The bridge has a prominent arch structure supported by multiple piers. The water is calm, and there are some rocks and structures visible in the foreground and background.

What do we mean by 'PR'?



“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

-Public Relations Society of America (PRSA)

www.prsa.org

A large steel arch bridge spans across a body of water. The bridge has a prominent arch structure supported by several vertical pillars. In the background, a building with a gabled roof is visible. The foreground shows a rocky shoreline with some wooden posts in the water. The entire image has a warm, orange-tinted overlay.

Setting PR Goals

Press Release

CONTENT - IS IT NEWSWORTHY?

FORMAT

LINKING TO NATIONAL / INDUSTRY TRENDS

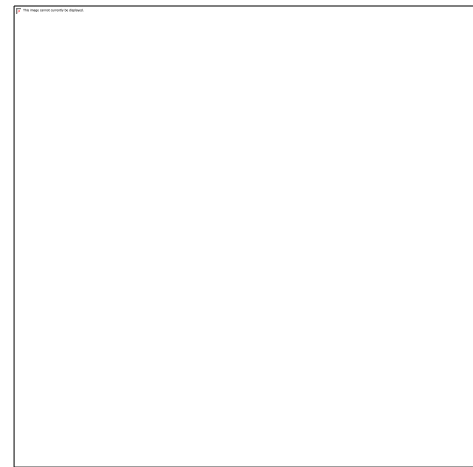


A large steel arch bridge spans across a body of water. The bridge has a prominent arch structure supported by multiple vertical pillars. In the background, a building with a gabled roof is visible on the right side. The water reflects the bridge and the sky. The overall scene is captured in a slightly desaturated, blue-toned style.

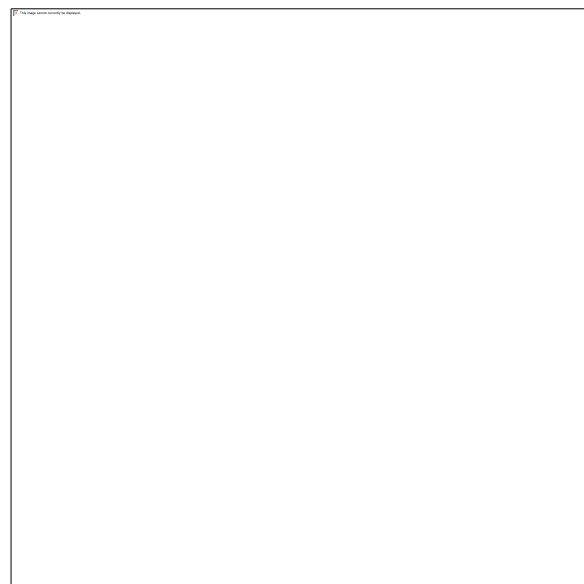
Media Contacts... Research and Followup

Storytelling

JOURNALIST WILL DO THEIR RESEARCH TOO



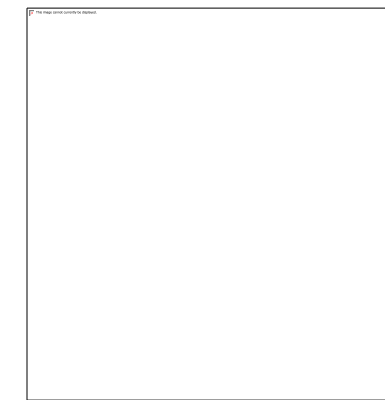
YOUR WEBSITE



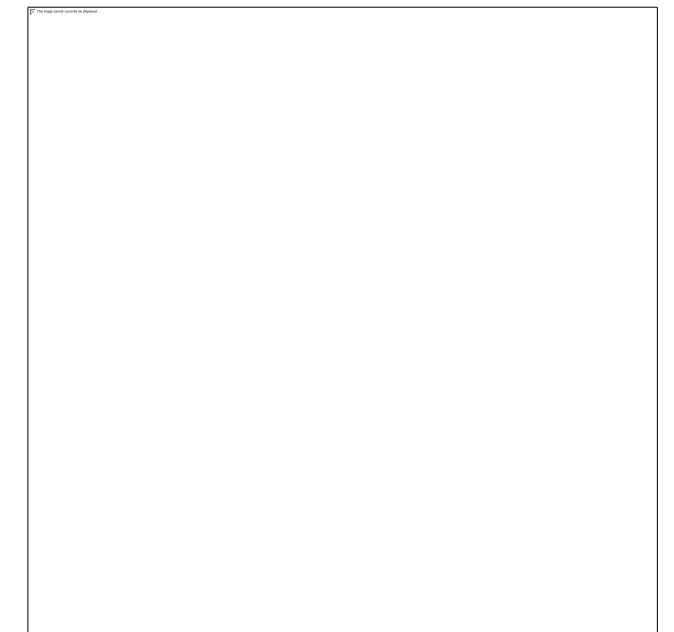
PARTNERS



MEDIA



CUSTOMER



SOCIAL MEDIA

The background image shows a large, arched steel truss bridge spanning across a body of water. The bridge has a prominent arch and is supported by several vertical piers. The water is calm, reflecting the bridge and the sky. In the foreground, there are some dark, vertical posts or pilings in the water. The entire image is overlaid with a semi-transparent orange filter. The text is centered in the middle of the image.

Newsletters and Blogs... do they work?

A large steel arch bridge spans across a body of water. The bridge features a prominent arch structure supported by multiple vertical columns. In the foreground, there is a rocky shoreline with several dark, vertical posts protruding from the water. In the background, a building with a gabled roof is visible on the right side. The entire image has a semi-transparent purple overlay.

Best Practices & General Tips



Key Takeaways

The image features a large, arched steel truss bridge spanning across a body of water. The bridge's reflection is visible in the calm water below. In the foreground, there are several dark, vertical posts or pilings protruding from the water. The background shows a distant shoreline with some buildings and trees. The entire image is overlaid with a semi-transparent orange filter. The text 'Q&A' is centered in the middle of the image in a large, white, sans-serif font.

Q&A



Thank You!



Final Updates from the USVIEDA

www.usvieda.org/webinars