

MVŠO

MORAVSKÁ VYSOKÁ ŠKOLA OLMOUC



Public Relations

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2025/2026

Public relations (PR)

- PR is a form of communication that helps a company adapt to its environment, change it, or maintain it, with regard to achieving its own goals.
- Efforts to build positive relationships with the public toward the company, create a good image, and minimize the consequences of adverse events (e.g., rumors that spread about the company).
- So-called "public relations".
- PR has some features in common with advertising or sales promotion, for example:
 - PR programs are also carried out through the media.
 - The planning method is similar, also based on marketing research.
 - Market segmentation and targeting are used when setting communication goals and strategies.
 - PR is not advertising, although it rarely does entirely without it in its operation.

Main Goals of Public Relations

- The goal is to create positive perceptions (image) of the organization and to help create conditions for the realization of its goals.
- Building greater credibility of the organization and preparedness for a possible crisis situation (crisis management).
- Stimulating public interest in the organization's activities, and interest from partner organizations in cooperation (e.g., suppliers, distributors, etc.).
- Reducing the costs of the organization's effective communication with the public.
- Strengthening internal communication and employee motivation within the organization.

Main Goals of Communication Within the Organization

- Inform employees about the company's goals, tasks, successes, and possibly problems.
- Motivate employees.
- Create suitable working conditions (creating an atmosphere of trust and mutual support).
- Bring up you ambassadors for external PR

Barriers to Effective Internal Communication

1. Willingness to listen only to what we want to hear, and from whom we want to hear it.
2. Unwillingness to resolve conflict situations.
3. Lack of interest in feedback.
4. Overestimation of new technologies.
5. Deficiencies in personal skills and abilities in verbal and non-verbal communication.
6. Deficiencies in professional, interpersonal, and socio-psychological knowledge and skills.

PR Activities

- Publicity
- Organizing events
- Internal communication
- Crisis management activities
- Lobbying – representing the company's interests in negotiations with public officials (politicians, legislators).
- Sponsoring – financial support for various activities in the field of culture, sports, charity, etc.
- Corporate identity – establishing and maintaining a uniform visual appearance of the company (company colors, logo, website, etc.).
- Corporate culture – employee behavior towards customers and business partners.
- Corporate social responsibility.

Publicity

- Activity involving the creation of new reports about people, products, or services of a particular organization that appear in the media.
- Publicity is unpaid space in the media, which is provided to a person, company, or event.
- It is usually understood in a positive sense, i.e., as positive publicity, that is, information that improves the image or helps maintain a good reputation of the company.
- Publicity of the company does not always have to be positive (e.g., the company participates in polluting the environment, and this information appears in the media – so-called "bad publicity" of the company).
- Publicity is a tool and often a goal of public relations.

PR Tools

- Press Release
- Printed materials (simple brochures, posters, flyers, mass mailings).
- Collateral materials (annual reports, brochures).
- Magazines and newsletters.
- Small printed materials (envelopes, letterhead, invoices, postal money orders, logo imprints, etc.).
- Audiovisual materials (internet, video recordings, interviews given to radio or television).
- Company involvement in activities for the benefit of the local community.

Spokesperson

- * Professionalism.
- * Credibility.
- * Personal image.
- * Charisma.
- * Appearance
- * Gestures
- * Behavior
- * Rhetoric

PR Effectiveness

If PR activity is to be effective, it must be managed by senior management, must be systematic and targeted at a specific segment of society, and at the same time be carried out by experts.

Event Marketing

- This is a complex communication tool of the company oriented towards the experience.
- The task of organizing events is to connect significant experiences with a particular company or institution.
- In PR, there are two types of events:
 - Those whose goal is to achieve greater and favorable publicity.
 - Those that emphasize personal contacts of the organization's employees (usually a combination of both goals).

Events

- Social events
 - Social gatherings
 - Balls (connecting people in a pleasant environment, positive publicity, strengthening the image, source of income).
 - Private Viewings
 - Dinners
 - Buffets
 - Receptions
- Art and sports events, competitions or tournaments
 - Charitable (benefit) events
 - Competitions
- Educational events
 - Seminars
 - Conferences
 - Presentation events

Sponsoring

- * Sponsoring is the support of a predominantly non-profit event, person, or organization in the form of a financial contribution or non-financial support.
- * A chronic lack of money for the development of culture, education, sports, environmental protection, etc., forces non-profit organizations to ask companies for sponsorship, i.e., a financial contribution to support these areas.
- * A sponsor is sometimes considered a synonym for a patron, but unlike them, sponsoring currently places great emphasis on the marketing benefit for the sponsor, especially when it comes to making the sponsor more visible.
- * Therefore, it is often about investing financial or other resources in activities whose potential can be used commercially.
- * Sponsoring is primarily a business that must benefit both parties involved.

Crises Communication

- Preparedness and Planning: Develop a crisis communication plan in advance to streamline response efforts.
- Quick and Transparent Response: Respond promptly to provide accurate information and avoid rumors.
- Clear and Consistent Messaging: Ensure messages are straightforward, honest, and consistent across all channels.
- Identify Spokespersons: Designate trusted and knowledgeable individuals to speak on behalf of the organization.
- Listen and Monitor: Keep an eye on public sentiment, media coverage, and social media to gauge concerns and misinformation.
- Empathy and Accountability: Show understanding and compassion for those affected, and take responsibility where appropriate.
- Regular Updates: Keep stakeholders informed with regular updates to maintain trust and control over the situation.
- Post-Crisis Evaluation: Analyze the response after the crisis to improve future communication strategies.

Reputation Building

Reputation Capital

Burson

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national commercials*

