

PUBLIC RELATIONS

**FEAFFA-EARA TRAINING
MODULE FOR C&F CERTIFICATE**

OBJECTIVES

By the end of the course you will be able to:

- Define Public Relations
- Identify common terms used in Public Relations
- Outline objectives of Public Relations
- Identify and apply tools of Public Relations

Definition

- The planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics

Public Relations defined

- Planned and sustained program as part of management function
- Builds relationships between an organisation and its key publics (two-way communication)
- Monitors awareness, opinions, attitudes and behaviors: produces change when needed
- Counsels management to adjust policies as needed
- Results in new and or maintained relationships between an organisation and its publics

Public Relations is not

- Marketing
- Handshaking and backslapping
- Advertising
- Publicity
- Propaganda

Terms and definitions

- **Press Agency:** Press Agents create newsworthy stories and events to attract media attention
- **Public Affairs:** Deals and maintains mutually beneficial governmental and local community relations

Terms and definitions

- **Issues Management:** the proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect organisations and their publics
- **Lobbying:** Builds and maintains relations with the Government for the purpose of influencing legislation and regulation

Terms and definitions

- **Investor Relations:** Builds and maintains mutually beneficial relations with shareholders and others in the financial community
- **Development PR:** Builds and maintains relations with donors for securing financial and volunteer support

Terms and definitions

- **Integrated Marketing:** coordinated effort in marketing communication, sales promotion, product publicity, corporate advocacy and public relations activities designed to have an impact on sales

Terms and definitions

- Publics:
 - The community
 - Potential employees
 - Employees
 - Suppliers of services and materials
 - Investors
 - Distributors
 - Consumers and users
 - Opinion leaders
 - Trade unions
 - The media

Terms and definitions

- Publics are described in terms of sex, age, income bracket, education, occupation, experience, attitudes, opinions, behaviors, etc
- Publics have different expectations on clearing agents. At the minimum, they expect professionalism, efficiency and economical discharges of services by clearing agents.
- The image of clearing agents portray is very critical to the success of their firms and themselves as individuals

Reasons for defining publics

- To identify groups of people relative to the PR program
- To establish priorities within scope of budget and resources
- To select media and techniques
- To prepare the message in acceptable and effective forms
- To understand how to deal with the publics
- To interpret the audience's attitudes, opinions, orientations and how they align to the organisation

Objectives of PR

- To create awareness
- Education of its publics
- Maintain the organisation's credibility
- Third party endorsement: frequently filled by journalists when they create positive stories from your releases
- Differentiation
- Positioning
- Relationship marketing

Importance of PR

- Contributes to the achievement of profit goals
- Creates investor satisfaction
- Financial relations program
- Positions the Organisation as socially responsible
- Supports corporate philanthropy
- Supports marketing function
- Product publicity, building customer relations, etc
- Builds and maintains organisational morale

Importance of PR in Customs and C&F sectors

- Improve the image of each party in the eyes of the other
- Enhance efficiency and professional respect
- Reduced cost of doing business and improve profitability for C&F firms
- Contribute to the economic development of the region
- Enhance the status of individual agents in the eyes of customs officials, the public and their clients

Publics of Customs and Clearing Agents

- Importers
- Exporters
- Freight Forwarders
- Government agencies
- Port Authorities
- Banks
- Shippers
- Transporters
- Warehouse owners
- Shipping lines and shipping agents

PR tools

- The media-press
- Audio-visual slides and aids
- Electronic media
- Exhibitions
- Printed materials, journals, sponsored books
- Sponsorships
- In-house journals
- Corporate identity materials

Corporate Image and building stakeholder relationships

The image of an organisation depends on:

- The after market treatment: how you treat customers after they have joined your flock
- Quality of advertising
- Credibility and quality of information
- The quality of industrial relations
- Quality of the premises
- Quality of correspondence

Why engage in PR?

When you practice PR as an organisation, you:

- Know how you are seen by others
- Know your “positioning” in the business
- Build good relations
- Project a favourable image
- Enhance a favourable image
- Improve your corporate image
- Improve business performance

Why engage in PR?

When you practice PR as an individual, you:

- Enhance your status
- Is a source of motivation
- Leads to job satisfaction

Question

- Define Public Relations and demonstrate how its absence could adversely affect a clearing and forwarding firm's business and profitability