# Just what is Public Relations?

**Well, it's everything you say and everything you do.**

And there are two things that make the difference between success and failure -

- **positioning** – where are you in the marketplace?
- and **perceptions** – where and how are you seen by customers, investors, employees and competitors?

So you need to develop and manage your organisation's reputation using public relations' tactics.

This should achieve a number of goals. People should know that you exist; they should understand what you stand for; what you do; how well you do it; and, they should think positive things about you.

You will need to do a number of things well.

- Strategic planning
- Media Relations
- Events
- Campaigns and consultation
- Design
- Website design and maintenance
- Networking
- Public affairs

**This is where we come in.** We do all those things and Recommended Business members can benefit from a special package that costs just £375 + VAT per month.

It includes all the above plus lots of talent and years of experience. It doesn't include print costs, advertising space and event costs, but we'll negotiate those for clients if needed.

**For more information, call us today on 01664 454511**
**or email simon@encoreorganisation.co.uk**