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PR-e-FACE: From the desk of Chief Editor **“PR 2.0 arises out of the expectations of Customer 2.0“**



With the emergence of competition in every field sweeping the globe, the expectations of the customers have also undergone tremendous changes. Hitherto, the concept of Public Relations was seen by the Corporates more as a 'branding or image management' exercise. The new generation customer, whom I call as '*Customer 2.0*', wants the 'public relations and communication strategies' to be focused more on marketing of his products and services and not merely on branding or image building.

Now, the Public Relations concept needs to move away from the traditional concept to newer strategies to meet the expectations of the Customer 2.0. The whole strategies need to be planned to improve the marketing and also the bottom-line of the company.

In this evolution of customer driven concepts, the PR industry is coming up with the second version of Public Relations, what is known as *PR 2.0*. Globally, the PR and CorpCom industry has started debating over this and trying to generate new customized models to suit the individual needs.

In this PR 2.0 concept, the new media is playing a greater role .

Institute of Public Relations of Singapore (IPRS) has taken a lead in the Asian sub-continent to generate a discussion on the emerging trends. They organized a one-day Conference followed by a workshop inviting professionals across the globe to share their views.

This issue of ezine, attempts to outline the proceedings. Ms K Bhavani, President, IPRS has accepted to be the Guest Editor of this issue.

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PR-e-CISE – Inside this ezine

- Guest Editorial by Ms K Bhavani, President, IPRS, Singapore
- A brief account by Mitch Joel on PR 2.0 conference
- Extract from the inaugural address by Dr Christopher Chia, CEO, MDA
- Glimpses of PR 2.0 conference



Please listen to the exclusive podcast on PR 2.0
<http://www.primepointfoundation.org/presense0807.htm>

PR-e-FACE: From the desk of Guest Editor

“Engage your stakeholders more effectively through PR 2.0”



We have heard so much about Web 2.0. The wired world has never been more accessible and used as a space for generating content,

interaction, debate and activism. In this new media landscape, public relations practitioners need to harness the opportunities and gear up to meet the challenges.

At the Public Relations 2.0 conference, participants added so many new terms to their vocabulary – ping, pong, wikis, blog, twitter, micro-blogging and many more.

In PR 2.0, the basic PR strategies and rules remain the same. However, we need to understand and embrace new tools and channels to engage our stakeholders. Traditional methods may no longer be enough or effective.

What has not changed in Public Relations 2.0? Content is still important. Mitch Joel, President of Twist Image, the social media expert, said at the conference that content is the media. If you don't have good content, nothing will be achieved. Other speakers highlighted that your message is equally critical. You don't just blog, podcast or videocast if you do not have any key message. Values such as honesty, trust and credibility remain unchanged and perhaps, are more important in this new media landscape. Who would read a review of a product on a blog if you cannot trust the blogger or the blog? PR practitioners should maintain their ethical standards in the new media.

What has changed in Public Relations 2.0? The new media space offers many more platforms for communications. You could harness them to your advantage - aim for targetted communications and reach niche communities. Ian McKee, CEO of Vocanic, suggested that organizations should engage advocates and detractors correctly. Then, your message would appear on their blogs. Therefore, the blog is not the centerpiece but through proper engagement, your message comes through more organically in the blogs.



Mr Srinivasan, Chairman of Prime Point PR, felt that we should use the wikis to put out information while podcasts could be used to reach niche online communities. The information in the podcasts could be picked up later by the mainstream media.

In this media space, citizen journalists spread their own messages and could potentially influence your audiences. You need to first monitor such online communications and then devise a strategy to tackle the issues online.

In Public Relations 2.0, the bottom line is to keep to the basic PR principles and work on the new platforms to engage your stakeholders more effectively.

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PR-eXCLUSIVE

“PR 2.0 and the Mediamorphosis of the World”

Reproduced from the blog of Mr Mitch Joel , President, Twist Image, Montreal, Canada

<http://tinyurl.com/3xdfkr>



I wrapped up my last day in Singapore speaking and attending the PR 2.0 – Engaging Stakeholders in the New Media Landscape - conference put on by the IPRS – Institute of Public Relations of Singapore today. This full day event gathered communications and marketing professionals from both the private and public sector at the Suntec Convention Centre. There were about one hundred and fifty delegates and I managed to exchange business cards with many of them. Along with some great speakers, the networking was amazing. I also had the chance to spend more time with my new BFF from Singapore: Melvin Yuan from The PR 2.0 Universe

(<http://www.thepr2.0universe.com>). I arrived at the event just as Melvin finished moderating a panel called, *'Endorsements and Reviews through Celebrity Blogging'*.

The first speech that I caught was Mr. K. Srinivasan (Chairman, Prime Point PR) from India. He's the moderator of many Yahoo! Groups on Podcasting

and Technology, and his passion is out of this world. His presentation was called, Enhancing Your Brand Using Social Media, and I was so impressed with his thinking that I recorded a chat with him over lunch that I am hoping will be on next week's episode of *'Six Pixels of Separation'* – The Twist Image Podcast.

My favorite moment of the day came when John Kerr (Director of Edelman PR for these parts) was presenting: Managing Crisis and Reputation Management. A member of the audience asked John how Public Relations and Communications professionals can trust Video Bloggers, especially considering the usual low-cost production value. John said: “the shaky cam is now seen as the most trusted form of media”

That was a “wow” moment for me. At that moment of time, the power of channels like YouTube crystallized. He then went on to finish the thoughts I was mulling about in my noggin by saying that slick, highly-produced video is now the type of content that the general public has become skeptical of. To paraphrase: we're trusting each other more and more. The more authentic (re: raw) the video, images or words are, the more trusted they are becoming, whereas in the past those forms of communication were considered – for the most part – amateur (re: untrustworthy).

I presented tightened thirty-minutes of Know Control or No Control – How Social Media Is Shaping Communications. My biggest surprise was how many of the attendees actually use a tool like Google Reader (practically all of them) and how up-to-speed they were on channels like Google News Alerts, Podcasting and

LinkedIn. The number of people using these tools were, without doubt, significantly higher than when I do this sort of public polling in North America. The biggest challenge Singapore and South East Asia now face is getting the common person engaged in Social Media.

Prior to my presentation I was awed by Dr. Jim Macnamara (Group Research Director, Media Monitors – Carma Asia Pacific) and his presentation: 'Measuring PR Efforts in the New Media Landscape'. He ran through how they are measuring success in Social Media – including the power of links versus page views (more on this in a later post). I also had a smile on my face when he called the changes in the media landscape a "Mediamorphosis." I don't know whether or not he made that word up, but I sure will steal it for one of my next presentations. It also gave me pause to reflect on the true power of New Media. We're moving to a true

two-way conversation with corporations and the media outlets. The true challenge will be how those companies and media properties adjust their business models accordingly.

Interestingly, the Marketing and Communications professionals of Singapore see lack of quick public adoption to Social Media as a problem (as if they are six to seven years behind North Americans). I see this as a tremendous opportunity. Over the Geek Dinner Singapore I was remarking to one of the business people that being in Singapore would be like getting in on the early days at Google.

There is tremendous growth and business opportunity here in Singapore for Social Media.

Mr Mitch Joel may be contacted at mitch@twistimage.com



Please visit the website of IPRS

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http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 720 plus members. Click here

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New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

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PR-eXCLUSIVE

“Managing relationships has become more complex and vital today ”

Extract from the inaugural address of Dr Christopher Chia, Chief Executive Officer, Media Development Authority, Singapore.

<http://www.mda.gov.sg>



For starters, the new media space has created many more platforms for communication. For communicators, there is tremendous opportunity in harnessing this multiplicity to package and niche-cast information for targeted audiences.

Citizen journalists and media content developers will have more ways to spread their messages than before; and the growing new media channels will only increase their influence and fuel their creativity further.

The dynamics of trust – probably the most vital element in the business of Public Relationships – has changed dramatically today. The wired generation puts more faith in the collective wisdom of crowds online, such as that found in aggregated blogs and online forums, than on isolated voices in traditional media.

Users are blogging about their life experiences – and this sometimes includes experiences with products and services. They are forming online communities – and sometimes, this means the accidental formation of groups with common product or service consumption patterns.

This next generation of users can be described as technically competent and savvy in creating content, marketing it – and themselves – online; linking to other individuals and corporations; forming communities; creating influences; and making their voices heard.

The volume and diversity of online conversations will also lead to multiple niche communities that cannot be reached or engaged through traditional PR tactics like press releases or even conventional advertising.

While this poses a challenge to PR practitioners, it also creates a tremendous opportunity which works for, or against you. You have a mandate to understand them before they become mainstream; and to use them strategically and responsibly in the interest of the organizations you represent, as well as customers and other stakeholders.

Your organizations, your clients and even your vendors, are, more than ever, subject to the scrutiny, demands and whims of an empowered and “always on, always connected” public. And the work that you do – managing relationships through effective strategic communication – has become far more complex and more vital today.

Glimpses of PR 2.0 Conference by IPRS, Singapore

Institute of Public Relations of Singapore organised a one day Conference on 1st August 2007 on the above theme. Many eminent professionals across the globe shared their views. Some pictures of the Conference:



Dr Tan Geok Leng, CTO, Infocomm Development Authority, Singapore spoke about “Technology Trends in the New Media”, an overview on how the emerging technology trends are reshaping the ICT and the New Media environment.

Mr Christopher Graves, President and CEO Asia Pacific, Ogilvy Public Relations Worldwide spoke on “360 Degree Digital Influence”. According to him this programme gives clients a clear understanding of what is important and relevant in the digital landscape. He also spoke on how the programme can help engage stakeholders.

Email : Christopher.graves.ogilvy.com



Mr John Kerr, Director, Edelman PR, Southeast Asia spoke on “Managing Crisis and Reputation Management”. He also brought out some of the interesting findings of Edelman’s Asia Pacific Stakeholder Research. He was also suggesting the ways as to how to use the internet medium strategically at the time of crisis situation. For Edelman Research reports visit <http://www.edelmanapac.com/>

He can be contacted at john.kerr@edelman.com

Glimpses of PR 2.0 Conference by IPRS, Singapore



Dr Jim Macnamara, Group Research Director of Media Monitors- CARMA Asia Pacific is an internationally recognized authority on research for planning and measurement of communication. He was speaking about monitoring and measuring of the new media, with case studies. He can be contacted at jim.macnamara@carmaapac.com www.mediamonitors.com.au

Panel discussion on “Engaging stakeholders through new media”



Panelist from left Ms Jennifer Lewis (Editor, STOMP), Mr Baey Yam Keng (Member of Parliament, Singapore), Mr Tan Kin Lian (Tan Kin Lian & Associates) and Mr Srinivasan of Prime Point PR (India)

Exclusive Blog on **Corporate Podcast** – How to use Podcast to brand and market your products



<http://corporatepodcast.blogspot.com>

For enquires – prpoint@gmail.com

Glimpses of PR 2.0 Conference by IPRS, Singapore

Panel discussion on “Endorsements and Reviews through Celebrity Blogging”



From Left Cynthia Owens (Asian Edge Networks), Ian McKee (Vocanic), Walter Lim (National Heritage Board), Wong Pei Wen (Onion Blossom Communications) and Veron Ang (Celeb blogger: <http://sparklette.net>)

A section of the audience



IPRS team – Behind this excellent show – Concept and implementation



Left to right: Shan, Wendy, Bhavani and Anusha



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PR eTTY - Relax - Air-hostess and a passenger-



The following scene took place on a BA flight between Johannesburg and London. This is a true story.

A White woman, about 50 years old, was seated next to a Black man. Obviously disturbed by this, she called the air Hostess.

"Madam, what is the matter," the Hostess asked.

"You obviously do not see it then?" she responded.

"You placed me next to a Black man. I do not agree to sit next to someone from such a repugnant group. Give me an alternative seat."

"Be calm please, " the Hostess replied.
"Almost all the places on this flight are taken."

"I will go to see if another seat is available."

The Hostess went away and then came back a few minutes later.

"Madam, just as I thought, there are no other available seats in the Economy class. I spoke to the Captain and he informed me that there are also no seats in the Business class. All the same, we still have one seat in the First class."

Before the woman could say anything, the Hostess continued: "It is not usual for our company to permit someone from the Economy class to sit in the First class."

However, given the circumstances, the Captain feels that it would be scandalous to make someone sit next to someone so disgusting."

She turned to the Black guy, and said, "Therefore, Sir, if you would like to, please collect your hand luggage, a seat awaits you in First class."

At that moment, the other passengers who were shocked by what they had just witnessed stood up and applauded.

Sep 2007 issue

Theme : Service Sector PR

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