



## Lamphills Checklist on What PR Professionals Do

### Understanding PR Professionals

1. Learn the Role of PR Professionals
  - Understand the main objectives of public relations.
  - Recognize the importance of storytelling and relationship-building in PR.
2. Duties of a PR Professional
  - Familiarize yourself with press releases, story pitches, and press conferences.
  - Learn about investor relations and community relations.
  - Understand the role of a spokesperson.
3. Key Areas of PR
  - Media Relations
    - Build and maintain relationships with journalists.
    - Monitor media appearances and assess PR efforts.
  - Event Content
    - Organize events to attract media attention and create buzz.
    - Create favourable stories for journalists.
  - Influencer Collaboration
    - Find and collaborate with influencers who align with your brand.
  - Social Media
    - Monitor and control the online persona of the business or clients.
  - Reputation Management
    - Monitor brand sentiment and respond to complaints.
  - Create Relationships
    - Build strong client relationships and understand their needs.
  - Financial Communications
    - Cultivate relationships with investors and analysts.
    - Manage financial communication at shareholder meetings and press conferences.
  - Crisis Management
    - Develop and implement crisis management strategies.
4. Questions to Ask a PR Professional
  - How long have you worked in our industry?

- Can you provide case studies or examples of past successes?
  - How do you measure success?
  - How do you handle crises?
  - How do you stay up to date on industry trends?
5. Earnings of PR Professionals
- Understand the average salaries for entry-level, mid-level, and senior PR professionals.

### **Skills for PR Professionals**

1. Presentation Skills
  - Develop the ability to present media pitches and the company's message positively.
2. Communication
  - Enhance verbal and written communication skills.
3. Organization
  - Improve organizational skills to handle varied daily tasks.
4. Research
  - Conduct market research to understand public perception and create effective PR campaigns.
5. Networking
  - Network with media and PR professionals to distribute messages effectively.
6. Detail-Oriented
  - Focus on details in creating and executing PR campaigns.
7. Social Media
  - Learn to use various social media platforms to spread messages and engage with the public.