

Lesson 01: PR Team

Public relation an activity aimed at achieving cooperation and understanding between the institution and its public. Ajwa has shown that PR team is the department's function to adjust directions, define plans and policies of institutions in the public interest, and implement programs aimed at strengthening public trust and satisfaction with the institution (Ajwa, 1988, p17). Also, it "the art of understanding the public to increase confidence in individuals and institutions" (D'humieres , 1993, p334). Son building relations between the institution and its public, including continuous, drawn and planned efforts, consisting of three main elements: the institution, the public and the process of communication, aiming at improving the relations and communication of the of the institution with its public, to identify and meet their needs (Jefkins, 1992, p122)

A/Public relations officer (team) characteristics and qualities:

Certain personal characteristics and communication skills should meet in the PR officers and team to enable them carry out their core functions. The basic qualities that must be meet in public relations professionals are: (Darghameh, 2011, p72):

a. **Personal Qualifications:** It is the attraction, enthusiasm and curiosity, wide imagination, balance and objectivity, in addition to courage to face mistakes.

b. **Communication Qualifications:** good reading, writing, listening and communicating skills, and knowledge of different sciences.

c. **Administrative or functional qualifications:** the ability to confront, to structure the work, the ability to identify alternatives and choose the appropriate ones, the ability to deal with management concepts.

Hence, the public relations officer must have personal characteristics and be acceptable to everyone, and can deal with others from both local and external community with which the institution deals.

B/Public relations officer (team) Structure, roles and functions:

The public relations specialist plays a major role in the success of the public relations of the institution, they transmit authentic messages of the public opinion to the institution and vice versa. Structuring such a team requires a careful approach, paying attention to team size, skill required, and the specific roles each member will play. They serves as vital links in today's fast-paced business world in shaping public opinion and build strong and lasting relationships. This team may divided into:

1. **Media Relations:** manage relationships between the organization and mass media to secure accurate, timely, and favorable coverage through press releases, interviews, and press conferences. (Wilcox, & al, 2015).

2. **Corporate Communications:** coordinate internal and external corporate messaging, including annual reports, and employee relations, to maintain a consistent organizational identity. (Cornelissen, 2020).

3. **Digital and Social Media Relations:** manage online communication channels, including social media platforms and websites, to engage audiences, build relationships, and manage digital reputation. (Breakenridge, 2012).

4. **Crisis Communication:** plan and implement communication strategies before, during, and after crises to protect organizational reputation and maintain public trust. (Coombs, 2019).

5. **Public Affairs and Government Relations:** manage communication with government bodies and public institutions, monitor public policy, and advocate organizational interests. (Heath, 2013).

6. **Internal communication (internal public relations):** The PR team often helps manage internal messages, ensuring clarity and alignment with external brand positioning.

7. **External communication:** The PR team designs, coordinates, and disseminates external messaging to ensure consistency and strategic coherence with organizational objectives.

8. **Client relations:** refers to managing the ongoing interactions between an organization and its **clients or customers**—focusing on communication, satisfaction, responsiveness, trust, and long-term engagement.

Discipline	Key skills	Potential Roles	Functions
Media Relations	Storytelling, Media networking, Crisis management	Media Relations Manager, Press Secretary	- Manages relationships with journalists and media outlets - Prepares press releases, , and press conferences -Handles media inquiries and interviews
Corporate Communications	Corporate branding (promoting the brand name), Internal communication	Communications Director, Corporate Communications Specialist	- Manages internal and external corporate messaging -Oversees speeches, newsletters, and corporate publications
Digital and Social Media Relations	Content creation, Community management, Data analysis	Social Media Specialist, Social Media Manager	-Manages social media platforms and online presence -Engages with online audiences and influencers -Monitors digital reputation
Crisis Communication	Crisis management, Strategic communication, Media handling under pressure, Risk assessment, Rapid response,	Crisis Communication Manager, PR Crisis Consultant, Reputation Management Officer	- Prepares crisis communication plans -Manages communication during emergencies or reputational threats -Monitors issues that may affect the organization's image
Public Affairs	Government relations, Policy knowledge, Advocacy	Public Affairs Specialist, Government Relations Officer	-Manages relations with government institutions and regulators - Monitors public policy and legislation
Internal Communications	Interpersonal skills, Writing skills, Strategic communication	Internal Communications Manager, Communications Officer	-Manage and administer internal messages.
External Communications	Media liaison, Writing skills, Crisis management, Strategic communication	External Communications Manager, PR Specialist	-Manage and administer external messages.
Client Relations	Customer service, Relationship management, Problem solving, Communication Active listening and regular communication with clients	Client Relations Specialist	-Support client relations by ensuring clients receive clear, timely information, and protecting the client's reputation through strategic messaging

C/General Public relations officer (team) tasks:

- The process of selecting public relations officers is one of the main tasks of the Public Relations Department.
- Talk to the public or work as a consultant to the administration
- Prepare press releases
- Prepare the magazine and present it to different publics
- Prepare press conferences
- Strengthen relations with the media
- Respond to complaints and deal with the problems of society.

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Patrick D'humieres (1993), Management de la communication, Eyrolles, Paris.

Lesson 02: PR Strategy

A/Public Relation: Key Strategies for Effective Engagement.

Public relations (PR): serves as the bridge between a business and its various stakeholders, including customers, employees, investors, and the general public. . PR is not just a team that handles crises or issues press releases; it is a strategic tool that shapes a company's reputation, manages its public image, and fosters meaningful relationships.

Strategy refers to a **planned, long-term approach** that guides how an organization communicates with its publics to achieve specific goals and protect or enhance its reputation.

Effective public relation strategies strengthen stakeholder relationships, which ultimately propels business growth .

B/Develop a Strategic PR Plan: Steps and Considerations

Creating a strategic PR public relation plan is essential for any organisation aiming to enhance its visibility and engagement. Start by defining:

1. **Clear Objectives:** outline your goals, whether it's increasing brand awareness, managing a crisis, or launching a new product. Setting SMART objectives—Specific, Measurable, Achievable, Relevant ensures clarity and focus.

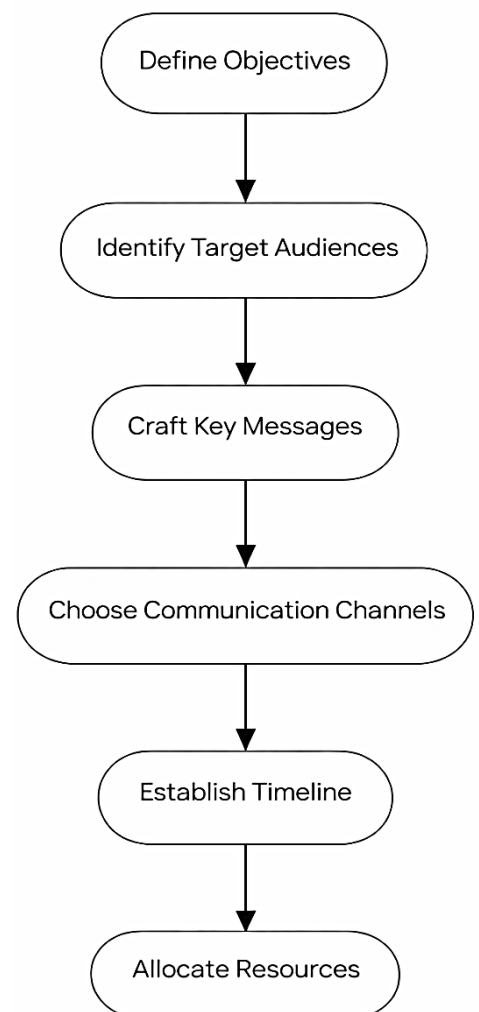
2. **Identify Target Audiences:** Understanding your audience including customers, media, and industry influencers, is crucial for preparing and sending your messages effectively. This foundational knowledge allows you to connect meaningfully with your audience.

3. **Crafting key messages:** Develop clear and compelling messages to your target group and linking with your objectives. These messages should encapsulate the essence of your brand and campaign goals, driving engagement.

4. **Communication channels:** choosing the right communication channel is vital. Select the most effective means for reaching your audience, such as social media, press releases, or events can enhance your reach and interaction.

5. **Establish a timeline:** for your PR activities to ensure that all efforts are coordinated and timely. A well-structured timeline helps maintain relevance in your communications.

6. **Allocate resources:** Determine the budget and resources needed to execute your plan effectively. Budget-conscious PR management focuses on quality over quantity, leveraging low-cost tools and prioritising high-potential media relationships.



C/ PR Tactics: Tools and Channels for Engagement

To maximise engagement, organisations must adopt a multifaceted method to public relations, integrating various tactics that are essential for success.

1. **Press Releases** serve as a cornerstone of any PR strategy, distributing newsworthy information to media outlets and significantly impacting media coverage. A well-crafted press release enhances brand visibility and credibility, establishing a strong foundation for effective communication.
2. **Social Media Campaigns** are vital in today's digital landscape. By utilising platforms like Twitter, Facebook, and LinkedIn, organisations can engage directly with their followers, share updates, and foster community interaction.
3. **Influencer Partnerships** can further amplify messages and extend reach to new audiences.
4. **Events and Sponsorships** play a crucial role in building personal relationships with stakeholders and boosting visibility. Such initiatives not only generate significant media coverage but also encourage user-generated content, further promoting the brand.
5. **Content Marketing** is another key tactic. By creating valuable materials like blogs and articles, organisations can establish thought leadership and captivate their target groups. This strategy not only informs but also builds trust and credibility. Tools like Canva and Adobe Creative Cloud can . Canva offers user-friendly design capabilities for social media graphics and presentations, while Adobe Creative Cloud provides a comprehensive suite for more complex design needs.

Lesson 03: PR Campaign

PR campaign concept:

A **campaign** is the action of keeping reputation, and maintaining a good relation and understanding between the brand and its public. It has many aspects, including content, public speeches, engagement with the audience, feedback, Is the combination of different practices with specific objectives, which share the same goal and within a fixed time frame.

A **PR campaign** can take on different shapes and forms - as a result of the different objectives that brands have. Essentially, the definition for a PR campaign is a combination or collection of practices that have specific objectives and share the same goals for a business.

PR campaign objectives:

Despite the different formats that PR campaigns come in, they all have common, or shared, benefits that will positively impact your business. Some objectives are:

- **Can increase brand awareness:** PR campaigns focusing on the public will drive awareness and attract stakeholders (customers, the media, and investors). Through PR campaigns, companies can take their content to the next level and use it to increase online presence.
- **Identify target audience:** One of the main objectives of PR campaigns is to target the right people. Your company has a preferred public group that it needs to favor. In this regard, PR campaigns aim to identify the proper target audience for your brand.
- **Raise your brand's reputation:** Reputations are built through effective PR campaigns. A campaign aims to show you enacting your brand's values and what makes you unique, for giving people a favorable impression of you and influence people to take positive action surrounding your brand.
- **Grab the media's attention:** Media attention can send your message to the right audiences, letting you be seen by those that matter and giving you credibility.

How to measure the success of a PR campaign?

There are certain metrics that can tell you how successful your PR campaign is.

1. **Website visitors:** A good way to measure the success of a PR campaign is to keep track of the numbers of your website visitors. Depending on the immediate increase or decrease in your website visitor after a PR campaign's initiation can be informative about the success in affecting the public with the campaign.
2. **Engagement:** The metric measures how engaged your audience is with your brand and your campaign, through the likes, comments, shares, ... etc, on online posts regarding your company. If that number increases, then your campaign is doing well.
3. **Press articles:** The number of press articles your brand secures in media outlets is precious for the success of a PR campaign, the number of articles in existence can show that a campaign is doing well.

PR campaign creation and preparation :

1. **Research:** Which outlets are most appropriate for your needs and to reach your intended audience? Where do they get their information from? What sort of outreach is resonating with them?

2. **Set goals:** you cannot conduct a PR campaign without specified goals as increasing sales and higher brand recall.
3. **Decide on your audience:** Who is visiting your website? What are your demographics? This can impact your strategies and the type of publications you contact to share your message. **Eg.** If you want to advertise a sport car brand, your audience will be the race car customers.
4. **The ‘how’:** This is where you decide on the tactics. An important part of any PR strategy is knowing how and where to deliver your message.
5. **Get started:** Time to begin. Whatever tactics you decide on in the above step, it's time to implement them. Don't send your communications without double-checking everything. A typo can undo all the hard work of an otherwise relevant and engaging press release.

Examples of famous PR campaigns:

1. **KFC campaign:** KFC's globally famous slogan “It's finger licking good” received an increased backlash from the public in the times of the COVID-19 pandemic. The uniqueness in this example is the way the PR team handled the complaints and negative comments.



The PR professionals at KFC played around with the slogan to make it a little more interesting. They blurred out the middle words (the source of backlash) in order for the slogan to read “It's ***** good” as a way to eliminate the negative reactions, while maintaining a harmlessly humorous approach.

2. **The Heart Truth:** The Heart Truth campaign launched in 2002 was aimed at spreading awareness about heart disease death reason among women in the US. At the time of the initiative, very few people knew about the dangers and seriousness of the topic.



The campaign revolved around an evidence-based approach, while still managing to create an emotional connection with women in order to stimulate heart health. In the process, women were exhibited wearing red dresses as a symbol of heart disease and stroke, which should not be associated only with men. In the span of 10 years, there was awareness and engagement of women with their healthcare.

3. **Dove's campaign for real beauty:** A research in 2004 showed the heartbreaking results that only 2% of women find themselves beautiful. As a response, Dove initiated a campaign using women who are not professional models, but everyday normal women. The goal was to bring a wider mindset to the idea of The campaign had a huge success in bringing down the huge expectations for beauty, bringing awareness to the public, both in terms of the brand and in terms of the issue at hand.



4. **Barbie's new career:** The worldwide famous Barbie doll made a hit campaign in 2010 when the company Mattel asked the public to choose her next career after 125 career changes. Millions of people voted for a geeky Barbie that had the profession of Computer Engineer. It was an innovative and new idea at the time, which supported the growing movement to empower girls, and added it to every girl's most favorite and lovable doll.



The campaign increased brand awareness, as well as awareness for women being underrepresented in many careers at the time. It reached out to girls globally, and spread a positive message that they can be whatever they want.

Lesson 04: PR Affairs

A/ Definition

"Public affairs is a subfield of public relations concerned with an organization's interaction with governmental and regulatory environments". (**Grunig & Hunt, 1984**).

"Public affairs is the management function responsible for monitoring and interpreting governmental activities, advising management on public policy issues, and developing strategies to influence public policy". (**Cutlip & all, 2006**).

"Public affairs refers to the strategic communication process through which organizations build relationships with political stakeholders to influence public policy and public opinion on policy issues". (**Wilcox & all, 2015**).

From definitions above, we conclude that Public affairs is a strategic communication function that focuses on how organizations interact with governments, policymakers, regulators, and the public on public policy issues. It involves managing relationships and communication between an organization and public-sector stakeholders to **influence public policy, legislation, and regulation** in ways that support organizational goals.

B/ Functions of Public Affairs:

- Government relations: I engage with government officials, ministries, and regulators.
- Public policy analysis: I monitor and analyze laws, regulations, and policy trends.
- Advocacy & lobbying: I represent organizational interests ethically in policy discussions.
- Stakeholder engagement: I build relationships with NGOs, community leaders, and think tanks.
- Issues management: I anticipate and manage political or regulatory risks.
- Reputation management: I protect and enhance credibility in the public sphere.

C/Where Public Affairs Is Used?

- Government institutions
- Corporations and multinational companies
- NGOs and international organizations
- Political parties and advocacy groups

D/Public Affairs in Public Relations (PR)

In the field of Public Relations, public affairs is a specialized function that focuses on managing an organization's relationships with government institutions, policymakers, regulatory bodies, and political stakeholders.

E/Public Affairs vs Public Relations

Public Relations	Public Affairs
Umbrella discipline	Specialized branch of PR strategy.
Organizational image & communication dealing	Public policy & government relations dealing
Media, public, stakeholders audience target	Policymakers, regulators, NGOs audience target
Media relations, branding, crisis communication function.	Policy analysis, advocacy, consultation function

Real-World Examples of Public Affairs in Practice:

1. World Health Organization (WHO)

- Uses public affairs to coordinate with governments on health policy.
- Influences public health legislation globally.

2. Shell (Energy Sector)

- Public affairs teams manage relationships with governments regarding energy policy, climate regulation, and environmental laws.

3. Google (Alphabet Inc.)

- Maintains public affairs offices worldwide.
- Engages with governments on data privacy, AI regulation, and digital policy.
- Combines public affairs with PR to protect corporate reputation.

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<u>Lesson 05: Crisis Management</u>
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Crisis management is defined as: "The science and art of controlling and orienting the situation in order to serve legitimate objectives through the events of the situation and directing it to serve legitimate objectives through the management of the crisis itself, in order to control its pressure, course and direction" (Khudairy, 1990, p17). The most prominent types of crisis management are (Fadel, 2002, pp 12-13):

- **Negotiation:** It is a context of discussions between the parties of the conflict, the aim of which is to reach an agreement acceptable to all the parties. Negotiating is often performed within a formal framework; this legal framework - which is somewhat acceptable (depending on the degree of conflict) by the negotiators - determines the conditions under which lay the discussion process.

- **Dialogue:** The definition of dialogue does not come out of these bases on which negotiations are based. Both of them seek reaching an agreement in the context of conflicting relations, but negotiation is different from dialogue that the first recognizes the existence of the opponent. This recognition results in the attempt of each party to gain the maximum possible results that serve the interest of the represented group. This recognition also opens up a margin of bargaining. After a series of discussions, each party is gradually adjusting its position towards the other's position, while the dialogue is not based on these two variables (recognition of the opponent and negotiating).

- **Mediation:** is a method of crisis management based on the existence of a neutral third party to be appointed by agreement of the conflicting parties. It shall meet in a consecutive or deliberative manner with the parties to the conflict after the negotiation process reaches a stressed crisis situation. The task of the third is to facilitate reaching compromises between the parties.

- **Arbitration:** means the settlement of a dispute by an individual or individuals, one of whom is said to be a judge or an arbitrator, so that the parties of the dispute agree to submit it to them. This type of arbitration is called "administrative arbitration". Disputes may be assigned to "courts" and will be subject to "judicial arbitration." Their solution will be entrusted to independent and neutral individuals who will settle disputes based on legal rules and procedures.

3. The role of public relations officer in crisis management: The crisis emerges when the problem is out of control, the events converge, the causes become tangled with results, and the decision maker loses its ability to control it or its future direction. The management of crises from a public relations perspective is understood as the understanding, mobilization, coordination and direction of all activities and public relations

skills in order to create and establish a positive climate that helps prevent crises or reduce the negative effects that the institution, officials or employees may be subject to. The role of public relations in the face of crises appears in terms of taking the necessary measures and actions in the following stages (Bland, 1998, pp 36-38):

-Pre-crisis PR: In which the organization's working environment is monitored, the target audience is identified, the communication message is constructed and communication methods are chosen.

- Public Relations in the Crisis: Many studies and research works have confirmed that what is being important during the crisis is the information. Here, the ability of the public relations specialist to provide accurate and immediate information to the media during the crisis which gives an important indication of the institution's effectiveness in managing the crisis and create positive effects on the institution with the relevant public.

- Public relations in the post-crisis period: The institution must continue to attract the public towards its activities, without neglect to the negative treatment of the media and paying attention to immediate response at all levels. The media should also continue to be provided with information on reforming the organization's structures and gaining confidence. Efforts are therefore being made to rebuild the institution's good reputation.

References:

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Lesson 06: Press Releases

Every brand needs to protect its image and stay relevant. In 2026, press releases are no longer just a media relations tool. When done right, they help brands improve search visibility. Not all press releases get coverage. Journalists only pay attention if the announcement sounds like a story worth telling as product launch,.....

Press releases meaning:

A press release is a short, factual announcement sent to media outlets to share company news, events, or product updates. Traditionally, press releases are used to generate media coverage, attract attention, and build credibility. When written properly, a press release becomes a trusted source that can be cited, summarized, and resurfaced long after it is published

Press releases follow a standard format, making it easy for journalists and to extract key information. They are typically one page long, written in a journalistic style, and include the key 5Ws: who, what, when, where, and why.

How to write an effective press release:

Press release template you can copy: Here's a simple structure you can use for any press release:

- [Headline]
- [Subhead (optional)]
- [Dateline + Lead paragraph] — include 5Ws
- [Supporting paragraph] — background info, quotes, or data
- [Multimedia or visuals]
- [Boilerplate] — company background
- [Media contact]

1. **Topic evaluation:** Start by asking whether your story is truly newsworthy. Does it introduce something new, timely, or relevant to the audience you are targeting?
Eg. product launches, awards, campaigns...
2. **Clear headline:** The press release headline must be clear, captivating, jargon-free, and focused on the key message you want to convey. So a journalists read only your headline, they already understand the core new.
Eg. Mentions the company or product clearly
3. **Key information:** The first paragraph should answer the 5Ws: who, what, when, where, why, and how. These days, the average person's attention span is only around eight seconds. Put the most important information first and be explicit with names, locations, and actions so the information is easy to extract.
4. **Add a press release summary:** Bullet points at the top help journalists quickly assess whether the story is relevant. They also improve scannability for search engines. Use this section to highlight: The announcement, The impact, Why it matters now.

5. **Insert quotes:** Strong press releases include relevant quotes from executives, experts, or partners. it help: humanize the announcement, add credibility,...
Eg. "Be earthquake aware and prepared, not scared"
6. **Use data:** By providing the industry landscape upfront for the journalist, you're able to do half the job for them. Data makes a press release feel grounded and credible.
Eg. English educational platform contains **30.1 million videos**
7. **Add multimedia:** Images, videos, and infographics increase pickup rates and engagement. Short visual summaries are especially effective on platforms like LinkedIn, Whats App news channels, and Google News.
8. **Include a boilerplate:** End with a short "about the company" section. 2-3 sentences are enough and should include: what your company does, where it is based, a website link.

Common press release mistakes journalists ignore:

If a journalist cannot understand the point of your release immediately, it will be skipped and Even experienced teams make these mistakes:

- No real news
- Overly promotional language
- Missing data or context
- Poor localization across markets
- No clear takeaway in the first paragraph

Lesson 07 : Crises management and Press Releases examples

A/ Real Life examples of crisis management:

Peloton: Treadmill Recall (2021)

In 2021, Peloton, a high-end fitness equipment brand, found itself at the center of a major crisis when reports emerged of injuries and the tragic death of a child involving its Tread treadmill. The U.S. Consumer Product Safety Commission (CPSC) issued a warning, advising consumers to stop using the product. Initially, Peloton resisted recalling the treadmill, denying that the machine was at fault and instead urging users to follow safety guidelines. This response sparked widespread public backlash, as many criticized the brand for putting its reputation and profits ahead of customer safety.

Faced with mounting pressure from consumers, regulators, and media outlets, Peloton quickly realized it needed to change course. The company reversed its position and issued a formal recall of the Tread treadmill. In addition to offering full refunds to customers, Peloton committed to strengthening the safety features of its products moving forward. CEO John Foley publicly apologized, admitting that the company's initial response had been mishandled. He emphasized Peloton's renewed commitment to consumer safety, pledging to work closely with the CPSC to prevent future accidents. It presents a good example for successful management examples from leading Brands.

Coca-Cola: Cristiano Ronaldo Incident (2021)

During the Euro 2021 press conference, global soccer star Cristiano Ronaldo inadvertently created a media frenzy when he removed two Coca-Cola bottles from the table in front of him and encouraged viewers to "drink water" instead. This seemingly simple gesture had an immediate impact: Coca-Cola's stock briefly dipped, as the incident drew widespread media attention and sparked discussions about Ronaldo's endorsement of healthier drinking habits.

In response, Coca-Cola executed a successful crisis management example from leading brands. The company's reaction was notably calm and measured. Coca-Cola issued a brief statement acknowledging the incident and emphasizing that "everyone is entitled to their drink preferences." The company chose to embrace the situation with a light-hearted approach, recognizing that the moment was more about personal choice than an attack on their product.

TikTok: Privacy & Data Security Concerns (2020-2021)

As TikTok's popularity surged worldwide, the app came under intense scrutiny over concerns about data privacy and its ownership by Chinese parent company, Byte Dance. Governments in multiple countries, including the United States and India, raised concerns that TikTok's data collection practices could pose national security risks, leading to discussions of potential bans. Faced with the threat of losing access to major markets, TikTok needed to act quickly and decisively to address these issues.

TikTok's response became a successful crisis management example from leading brands. To mitigate concerns, the company implemented several strategic moves. First, TikTok announced plans to set up new data centers in multiple regions, including Europe and the United States, to store local user data within each region. This step aimed to provide greater security and transparency, easing fears about data being sent back to China.

A/ Press releases examples:

1. New hires: Announcing new hires is a way to get to know your company better. This press release is on point and concise, but still includes relevant quotes, visuals like photos, and newsworthy information about them.

Eg. This new hire PR from eBay shows us how it's done: concise and straightforward, yet still has everything you need to know about him.

2. Awards and recognitions: Winning an award is a moment of pride for companies. Accolades acknowledge the excellence of a brand.

Eg. The Red Dot: Brands and Communications Design 2021 is a prestigious, international award that acknowledges brands for their leadership in product design, communication design, and design concepts. Designit issued a press release after winning an award.

3. Partnerships: Forming a big new partnership is another reason to make a formal announcement. These are highly strategic corporate actions that highlight who is involved, what they are working on, and why it matters.

Eg. Tech behemoths SAP and Amazon revealed their strategic partnership through a joint press release. The release clearly mentions which business units and solutions (Amazon Business and SAP Ariba) will tie-up with one another.

4. Mergers and acquisitions: Mergers and acquisitions constitute major corporate moves that require announcements via press release. Companies can choose whether to partially or fully disclose the financial aspects their M&A deals. Most usually include quotes from companies involved in the deal to show that all sides recognize and support the corporate action.

5. New business: Announcing a new business can be quite tricky when it comes to marketing it. A well-written new business PR can bring the business closer to its consumers' needs.

Eg. Apple TV+, Apple's own streaming platform which brings together all your favorite channels in one.

April 13, 2020

eBay Inc. Names Jamie Iannone Chief Executive Officer

SAN JOSE, Calif., April 13, 2020 /PRNewswire/ -- eBay Inc. (NASDAQ: EBAY) today announced that the Company's Board of Directors has appointed Jamie Iannone as Chief Executive Officer, effective April 27, 2020. He has also been elected to the Company's Board of Directors. Most recently Mr. Iannone was Chief Operating Officer of Walmart eCommerce.

Mr. Iannone has over 20 years of experience leading digital pure-play and omnichannel platforms for some of the world's premier consumer-facing companies. Before being promoted to COO of Walmart eCommerce, he served as CEO of SearsRoebuck.com, the eCommerce unit for the \$57 billion Sears's Club. In this role, he was responsible for the unit's digital transformation, including developing and executing initiatives in membership, marketing, technology, product and operations. Mr. Iannone previously worked at eBay as a Vice President and other leadership roles from 2001 to 2009.

"The Board believes Jamie is the ideal CEO to lead eBay's next chapter of growth and success," said Thomas Tierney, Chairman of eBay Inc.'s Board. "We have all been impressed by his strong track record of innovation, execution, operational excellence, and developing teams that drive results. Jamie has consistently delivered high growth during rapid periods of industry disruption, consumer change and technological advancement. He is a world-class leader, and we are excited to welcome him back to eBay."

"I am honored to rejoin eBay as its next Chief Executive Officer," said Mr. Iannone. "In my previous experience with the Company, I developed a deep appreciation for what makes eBay so special. eBay's success has always been rooted in its robust C2C platform. I believe the Company has tremendous opportunities to capitalize on this foundation, innovate for the future and grow its ecosystem. I look forward to working with our global teams to enhance buyer experiences and provide more capabilities that will help small businesses sustain and grow. I will focus on continuing to evolve the Company's strategy while delivering on eBay's commitment to maximize long-term shareholder value."

Designit wins 2021 Red Dot Award in Brand & Communication Design

Recognized for combining sustainable design and architecture

September 14, 2021 10:32 AM Eastern Daylight Time

COPENHAGEN, Denmark & BANGALORE, India--(BUSINESS WIRE)--Designit, a Wipro company, and a leading global experience innovation firm, today announced that it has won the Red Dot: Brands and Communications Design 2021 award for its interactive visitor centre for Digital Hub Denmark.

SAP and Amazon Business Partner to Expand Buyer Choice



NEWS PROVIDED BY
SAP SE --
Sep 14, 2021, 09:00 ET

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WALLDORF, Germany, Sept. 14, 2021 /PRNewswire/ -- SAP SE (NYSE: SAP) today announced it is partnering with Amazon Business to enable employees to tap into hundreds of millions of items on Amazon Business directly from within SAP® Ariba® solutions and assist with compliance with corporate purchasing policies.

Booz Allen Acquires Tracepoint, Bolstering Market Leadership in Cybersecurity

- Combination will enable Booz Allen to deliver an unrivaled breadth and depth of cyber services and solutions.
- Tracepoint's leading DFIR capabilities and extensive customer relationships will complement and scale Booz Allen's existing commercial portfolio and expand its position in the private sector cyber market.
- Booz Allen intends to integrate Tracepoint and its commercial cyber business in early calendar year 2022.

September 13, 2021 09:45 AM Eastern Daylight Time

MCLEAN, Va.--(BUSINESS WIRE)--Booz Allen Hamilton (NYSE:BAH) today announced that it has completed the acquisition of Tracepoint, an industry-leading digital forensics and incident response (DFIR) company serving public and private sector clients. Booz Allen exercised its option to acquire the remainder of Tracepoint's business after making an initial strategic investment in Tracepoint in January 2021. This transaction is part of a broader capital deployment strategy to accelerate Booz Allen's entry and advancement in critical technology areas. Terms of the agreement were not disclosed.

PRESS RELEASE
March 25, 2019

Apple unveils Apple TV+, the new home for the world's most creative storytellers

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Apple's Original Video Subscription Service in the All-New Apple TV App will Give Users Access to Exclusive Original Shows, Movies and Documentaries

Ogilvy Joins Diverse Coalition to Launch Small Unites

08/25/2020
By Chris Collins

August 31, 2020 -- Ogilvy has joined with a diverse coalition of other brands Small Unites, a national initiative to provide immediate support for Americans small businesses facing immense economic challenges.

Small Unites is an advocacy program designed to rally consumers and communities across the country to champion the local small businesses they love and assist them as they look to re-engage and thrive in the new normal. By visiting smallunites.org, any consumer can make cash donations, buy products and services, and promote their favorite business on social media platforms. Consumers can also start their own fundraising initiatives for their preferred small businesses.

Capital One Business, GoFundMe, Handshake, the National Urban League and Ogilvy have united to help consumers take immediate action, in the easiest way possible, for them, and financially support the small businesses they love and rely on, alleviating the consequences of community and economic distress. Representing a \$200M collective investment of time, resources and operations, this diverse coalition of brands, industry executives, media partners and local leaders has come together to create Small Unites to assist the small businesses that enrich our communities and that account for nearly 50 percent of private industry employees in the US.

Small Unites is designed to meet people where they are, with limited opportunity for participation. The program offers easy, actionable and effective ways to help reintegrate small businesses across America. To make a big impact, environmental needs to do one small thing.

Donate, Shop, Share: The Small Unites Financial Support Platform
Small Unites provides consumers with numerous ways to join in including a small but powerful way to donate to and help what they love from the businesses they love.

6. Social causes: Eg. Ogilvy, one of the world's leading marketing and advertising companies, shows its solidarity with small businesses in the US affected by economic challenges during the COVID-19 pandemic.