



# **PUBLIC RELATIONS, ADVERTISING AND CONFERENCE PLAN**

rev 12/15/99

## **Summary**

This public relations plan for InfoCision explores the current status of public relations and media activities at InfoCision and recommends strategies and tactics for exploiting various external opportunities to further InfoCision's business objectives. It includes specific policies surrounding media interaction, an explanation of the messages to be disseminated and recommendations for tracking the public relations program.

This plan also contains separate sections for each line of business with specific recommendations for advertising, public relations and conference activities in support of business objectives for those business segments.

All tactics recommended herein will be developed as an integral part of the overall communications effort including, advertising, conferences, Internet presence, employee communications and sales support.

## **Background:**

To date, public relations activities have largely been conducted in conjunction with the opening and expansion of call centers. We have not fully maximized opportunities for increased public, client and media awareness for InfoCision and its employees. In dealings with the trade press IMC needs to be more aggressive in identifying and exploiting opportunities for editorial coverage.

The approach of this plan is to identify ongoing and specific opportunities for increased public, client and media awareness, recommend strategies for achieving business objectives and develop specific targeted messages in support of each segment of InfoCision's business.

## **Content:**

This plan contains strategies and policies for public and media relations efforts in the following areas:

- Event planning such as openings, closings and expansions
- Personnel actions such as new hires, promotions and awards
- Announcements of new products, services and other innovations
- Company Awards
- Long range public relations strategies and targeted messages
- Media interaction procedures

## **Responsibilities:**

Director, Marketing Communications shall:

- Serve as the official point of contact for all inquiries from the news media
- Determine the most appropriate company spokesperson based on the topic of the media inquiry
- Coordinate release of all information with appropriate management staff
- Log all media queries using the attached media query form. Answers shall be cleared for release by the appropriate level of authority prior to final response to news media
- Develop and maintain a standard press kit. Ensure that the editors of major trade publications and local and regional business publications receive updates as they occur
- Establish close working relationships with the editors of major trade and business publications and the business editors of major local newspapers and magazines
- Develop template news releases for recurring events as defined on the attached matrix
- Develop and maintain standard media distribution lists by business segment
- Further InfoCision's participation in industry and business awards programs and publicize our success in these competitions
- Maintain a media clips file and distribute copies to senior management

Marketing Division Heads shall:

- Keep the Director, Marketing Communications informed of all account activity that may warrant special attention in the business media or trade press. This may include significant new clients, innovative programs, results of split tests, expansion of capabilities or employment of new technologies.

Senior Management shall:

- Ensure that any requests for information or interviews by the media are forwarded to the Director, Marketing Communications. Ensure that all personnel under their department understand this requirement

Call Center Managers and Supervisors shall:

- Ensure that any requests for information or interviews by the media are forwarded to the Director, Marketing Communications

**COMMERCIAL DIVISION  
ADVERTISING, CONFERENCE AND PUBLIC RELATIONS PLAN**

**TARGETS:**

- Investor-owned utilities
- Telecommunications
- Cable TV
- Transportation
- Service providers such as personal protection systems

**KEY SELLING POINTS:**

- Pending deregulation of electric utilities will provide a one-time opportunity to significantly increase subscriber base.
- Need to build a relationship with customers before deregulation take effect.
- InfoCision can help extend reach and market share in an environment that is increasingly competitive.
- InfoCision offers one-stop shopping for all needs—direct mail, fulfillment, customer care, up-selling, collections.
- We have a solid track record of success in split tests.
- Our 17 years of experience in fundraising for non-profit, political, religious sectors, translates to an ability to sell intangibles, ratchet up knowledge/training of communicators and handle complex issues and procedures.
- One stop shopping for marketing, billing, customer care, collections, fulfillment and direct mail
- We have a strong record of results on split-tests
- Are people are the most experienced and our supervisor ratio the best in the business

**COMPETITION:**

Excell  
En-able  
ICT Group