

PUBLIC RELATIONS MANAGEMENT

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SHARE HOLDER RELATIONS



WHAT IS THE MEANING OF SHAREHOLDER?

- A shareholder (also known as stockholder) is an individual or institution (including a corporation) that legally owns one or more shares of stock in a public or private corporation.
- Shareholders may be referred to as members of a corporation. By law, a person is not a shareholder in a corporation until their name and other details are entered in the corporation's register of shareholders or members.



TYPES OF SHAREHOLDERS

•COMMON SHAREHOLDERS

An individual or an institution can be a common shareholder who owns common shares within a company. This type of shareholding is more common. Common shareholders have the right to influence decisions concerning the company and can file class action lawsuits in case any wrongdoing happens.

•PREFERRED SHAREHOLDERS

A preferred shareholder is rare. In this, the shareholder is paid a fixed sum of dividend even before the common shareholders and they have no voting rights within the company.



RIGHTS OF THE SHAREHOLDERS

- **The right to inspect the company's books and records**
- **To power to sue the corporation for misdeeds of its directors and/or officers**
- **The right to vote on key corporate matters, such as naming board directors and deciding whether or not to greenlight potential mergers**
- **The entitlement to receive dividends**
- **The right to attend annual meetings, either in person or via conference calls**
- **The right to vote on key matters by proxy, either through mail-in ballots, or online voting platforms, if they're unable to attend voting meetings in person**
- **The right to claim a proportionate allocation of proceeds if a company liquidates its assets**

INVESTOR RELATION(SHAREHOLDER RELATION)

- Investor relations (or IR) is a specific sub-discipline of public relations that revolves around how a company communicates with investors, shareholders, government authorities, and the financial community.
- Unlike regular public relations practices, investor relations practices must be tightly integrated with a corporation's accounting department, legal department, and top executives such as the CEO, CFO, and COO. Investor relations also has significantly more regulatory requirements than standard public relations, owing to financial and legal requirements mandated by governments.

WHAT DO INVESTORS RELATION PROFESSIONAL DO?

Public relations teams and agencies that handle investor relations typically do tasks such as:

- coordinate shareholder meetings and press conferences
- release financial information (one of the most common uses of the press release today) to the investor community
- conduct financial analyst briefings
- publish quarterly and annual reports
- handle any crises that arise as a result of financial disclosure



Investor relations teams and firms also need to be well-versed in different regulatory requirements regarding disclosure of financially-relevant events such as:

- quiet periods, when companies may not make certain kinds of statements that may affect an IPO
- Safe Harbor compliance
- Certified financial statement disclosures
- Purchasing and selling of stock by key company figures
- Material financial events which may affect stock performance



WHEN DOES A COMPANY NEEDS INVESTOR RELATION?

- The best time to engage an investor relations firm and start to build out an investor relations team is the moment a company considers going public as a corporation with an initial public offering, or IPO. Companies shouldn't delay until the filing of an S-1 form (to register intent to go public) to start thinking about investor relations; an investor relations program should be built in lockstep with the IPO process from the start.
- When companies conduct internal financial audits, investor relations teams should be involved in the discovery process so that any unpleasant findings can be handled and disclosed in compliance with regulations, when material changes
- Ultimately, investor relations is a vitally important part of a publicly-traded company's communications program, both for compliance and relationship-building purposes with the investment community. If it's well-run, not only does a company meet all regulatory requirements, it builds great relationships and trust with key financial and investment analysts.

GOALS OF INVESTOR RELATION

- To enable the company to achieve the optimum share price that reflects the fundamental value of the company
- Representing the company to investors and representing investors to the company
- Providing financial information to investors (retail and institutional) in a timely and accurate way
- Providing nonfinancial data to support company valuations
- Observing the rules of securities commissions and stock exchanges
- Non-aggressive sales promotion or “closing”*
- Presenting investor feedback to company management and the board
- Building receptive capital markets for future financing at favorable terms



OTHER INVESTOR RELATION FUNCTIONALITY

- Coordination of meetings
- Conferences for shareholders and the press
- Releasing financial information
- Taking point on financial briefings
- Filing and publishing report with the Securities and Exchange Commission (SEC), or other relevant commission (depending on where the company is listed)

BENEFITS OF GOOD INVESTOR RELATION TEAM

- Maintain a loyal shareholder base
- Enhance long-term shareholder value
- Ensure receptive capital markets for future financing at favorable terms
- Lower the cost of capital
- Build long-term credibility with the investment community

PROMOTION PROGRAMMES

PROMOTION

- Promotions refer to the entire set of activities, which communicate the product, brand or service to the user.
- The idea is to make people aware, attract and induce to buy the product, in preference over others.
- There are several types of promotions. Above the line promotions include advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort.

There are also:

1. *Personal selling*: one of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time. This can also be expensive and time consuming, but is best for high value or premium products.

2. *Sales promotions*: this includes freebies, contests, discounts, free services, passes, tickets and so on, as distinct from advertising, publicity and public relations.

3. *Public relations*: PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public.



DEFINITION

According to Philip Kotler and Gary Armstrong, public relation means 'building good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumors, stories and events'.

PROMOTION PROGRAM

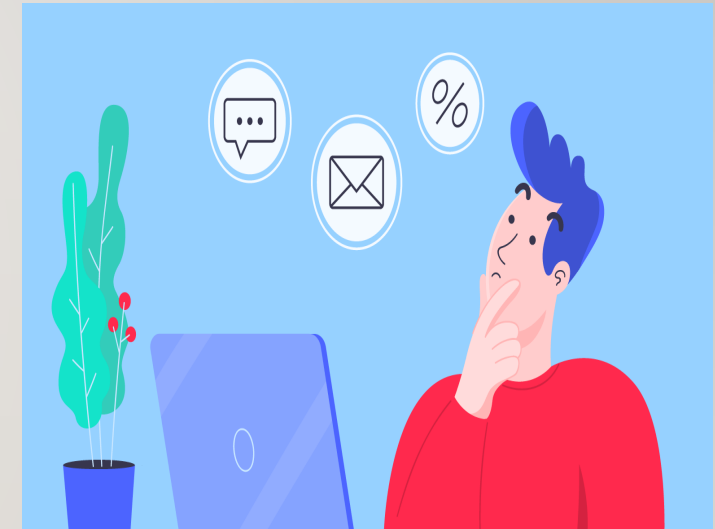
A **program** is a series of marketing **promotions** that make up a larger marketing effort designed to create company, product, or **service** awareness and to generate leads in the form of prospect responses.

OBJECTIVES OF PROMOTION

- To Stimulate Demand
- To Inform Consumers
- To Persuade Consumers
- To Promote a New Product
- To Face Competition
- To Create or Improve Image

PROMOTION STRATEGIES

- Product promotional strategies inform, persuade and influence the consumer's decisions. It mainly seeks to develop primary and selective demand.
- It can help a business provide the right business information, differentiate its products, increase sales, accentuate the value of their product and stabilize sales



BENEFITS OF PROMOTION PROGRAM

- Creates differentiation.
- Creates communication opportunity.
- Creates word of mouth.
- Creates a platform to cross-sell and upsell.
- Creates a reason to buy.
- Creates a focused marketing approach.
- Creates greater revenue

DONATIONS



MEANING

- A **donation** is a gift for charity, humanitarian aid, or to benefit a cause. A donation may take various forms, including money, alms, services, or goods such as clothing, toys, food, or vehicles.
- A donation may satisfy medical needs such as blood or organs for transplant.
- Charitable donations of goods or services are also called *gifts in kind*.

OBJECTIVES OF DONATION

- To raise your company's profile.
- To create opportunities for employee team-building.
- To have a venue for product promotion or sampling
- To cultivate prospects and nurture major client relationships.

ROLE OF PUBLIC RELATION

- 1. Well lead PR programs** (message development, story placement, marketing, advertising, use of social media) can raise awareness.
- 2. PR programs can reinforce and build** on the messages that fundraisers are giving to supporters by garnering media and public support.
- 3. PR professionals can help find and target potential** fundraising audiences and encourage the conversation and thus commitment.
- 4. PR can be the cornerstone of telling a good story** about how the fundraising made a difference to transform the way people think about the next fundraising campaign.
- 5. Fundraising aims to encourage donations.** Strong PR supports that “call to action” by showcasing the charity’s integrity, need for funding and benefits from how the money was spent. PR can help develop a strong and effective case study library that will help motivate fundraisers and donors alike.



6. The PR and fundraising teams (or individuals depending on the size of your group) should be pulling in the same direction. Meeting and sharing information on a regular basis is vital.

7. PR experts can help fundraisers think about the difference between donors (those who give donations) and supporters (those who give their time to volunteer or help raise funds). Both these groups have stories and they need to be recognized.

8. Worth repeating from #1: use of social media. Social networking sites such as Facebook, YouTube, Flickr and Twitter are useful PR tools and growing in usage every hour. Your PR expert can develop a strategy tailored to generating income.

9. Using PR in fundraising campaigns can be measured to determine how much it contributed.

10. PR should always be practiced. This is a strategic discipline and not a tactical technique. Fundraising, in my view, should be viewed as a specialization of public relations, not the other way around.



BENEFITS OF DONATION

- **Activate the Reward Center in Your Brain**
- **Improve Life Satisfaction**
- **Feel Happier**
- **Protect Your Local Community**
- **Improve Key Measurements of Your Health**
- **Reduce Rates of Stress**
- **Induce Civic Engagement**
- **Improve Your Employee Morale**
- **Increase Your Community Standing**
- **Reduce Your Tax Burden**

EMPLOYEE PUBLICATIONS



- Employee publications serve as a communications link between an organization's top **management** and the rest of the organization's employees.
- These publications can take many forms including newsletters, newspapers, magazines, and various means of electronic communication including the **Internet** and in-house intranet systems.
- Employee publications generally come out on a regular basis and when crafted well serve as a forum for the exchange of news, information, and feedback between management, supervisors, and employees.
- Employee publications are generally produced in-house because they closely tie together the various segments of an organization. Sometimes, however, outsiders edit these publications, contribute articles to them, or conduct interviews for them.



- These publications also provide management with the ability to reach employees on a one-to-one basis. Many intranet and Internet systems, for instance, now provide workers with employee-benefit information through an application including both interactive and library features.

- The library provides employees with hard textual information and summary descriptions of **employee benefits**. This is complemented by interactive features, which provide applications and forms relating to the benefits package in an electronic format. Job postings and policy and procedural changes are also finding their way onto electronic-based employee publications.

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GUEST RELATION

WHAT IS GUEST RELATION?

- A **Guest Relation Officer**, also known as a **Guest Relation Coordinator** or **Guest Relation Specialist**, is a customer service-oriented employee who essentially greets **guests**.

- EXAMPLE:**

- From escorting **guests** to rooms to assisting in arranging reservations, **Guest Relation Officers** ensure a pleasant and satisfying stay at a hotel.



WHAT DOES GUEST RELATION MAMAGER DO?

Guest Relations Manager is the main point of contact for guests, providing assistance and help throughout their stay. Guest Relations Manager is responsible for giving a warm reception to guests and making sure that they are satisfied with their stay.

KEY TO MAINTAIN GUEST RELATION

Listening to your customers is an easy way to **maintain** customer **relationships**. One way social media can help listening is by providing a space for businesses and **guests** to connect. Listening to them on these social networks will allow you to respond quickly.



TIPS TO SATISFY YOUR CUSTOMER BY GUEST RELATION

- **Delivery.** Offer a delivery service for your products and ensure it is always on time.
- **Thank You.** Thank your customers at the end of every transaction.
- **Feedback.** Having completed the sale, call your customer and ask if they're satisfied.
- **News & Special Offers.**
- **Gifts.**
- **Greeting Cards.**
- **Telepathy.**



DUTIES AND RESPONSIBILITIES OF GUEST RELATION OFFICER

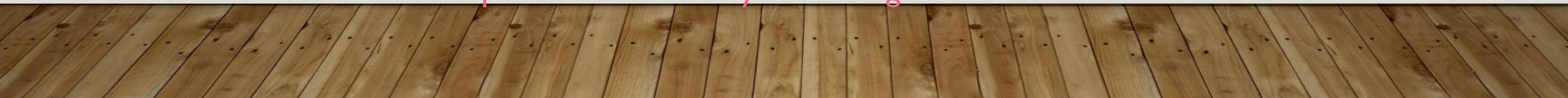
- Welcome guests during check-in and giving a fond farewell to guest while checkout.
- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrivals and departures.
- Coordinating and multi-tasking job duties in a busy environment.
- Should possess detailed information about the Hotel, city as well as the competition.
- Allocate rooms to all arriving guests.
- Maintain up-to date information on room rates



- Detailed information regarding arrivals and room requirements.
- Have up to date information on daily room occupancy
- Providing excellent customer service as per hotel standards.
- Greeting guests as they enter and exit the hotel.
- Providing information regarding the Hotel, town attractions, activities etc.
- Check on VIP reservations, complete their pre-registration formalities.
- Allocate rooms to all arriving guests.
- Maintain up-to date information on room rates



- Maintain all guest folios in the manner instructed and type out necessary guest likes and dislikes to the appropriate fields on the profile.
- Co-ordinate with housekeeping for clearing of rooms.
- Collect Guest feedback during guest departure along with his likes and dislikes.
- Perform basic cashier activities as and when required.
- Maintain guest lockers for safe custody.
- Ensure that all check-ins and check-outs are handled smoothly without unnecessary delay or discomfort to any guest.
- Give proper and complete handover to the next shift
- Should be able to handle all guests without bias or prejudice.
- Follow the house rules and policies laid down by the management.



THANK YOU!!!