



ST REGIS

AGENDA

- ❖ Introduction
- ❖ What is public relations
- ❖ The power of public relations
- ❖ Steps to developing a successful PR plan





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INTRODUCTION

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WHAT IS PUBLIC RELATIONS?

◆ Definition:

Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.”

- ◆ Hotel public relations includes activities such as press relations, special events planning, targeted outreach for focused editorial coverage, organization of press familiarization trips and community relations.





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THE POWER OF PUBLIC RELATIONS

Public relations is a highly effective tool for generating awareness and visibility for an individual property, hotel chain or brand.

Public relations versus Advertising?

More cost effective

More credible

Reaches a wider audience





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STEPS TO DEVELOPING A SUCCESSFUL PR PLAN

1. Write your positioning statement

- What are your unique selling points?
- What differentiate you from your competitor?

2. List your objectives

- What do you hope to achieve for your company through the publicity plan you put into action?



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STEPS TO DEVELOPING A SUCCESSFUL PR PLAN

3. Identify your target audience

- Who are your guests? Who are you trying to attract?
- Be aware of cultural differences

4. Identify your Target media

- What are your guests most likely to read? Watch? Listen?

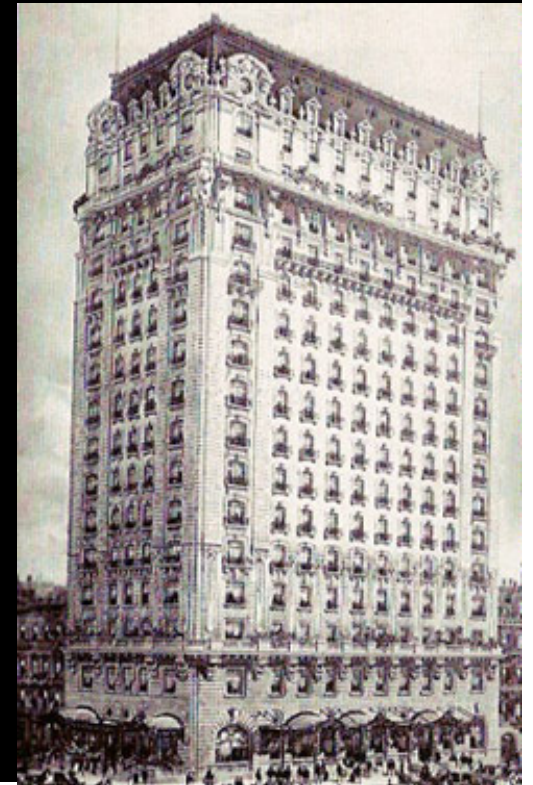


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STEPS TO DEVELOPING A SUCCESSFUL PR PLAN

5. Develop Story Angles

- The importance of story telling
 - TedX Vancouver – Greg Power - the power of story
- Create an emotional connection with the brand / hotel
- The St. Regis brand story
- TedX – Simon Sinek – the golden circle



STEPS TO DEVELOPING A SUCCESSFUL PR PLAN

6. Make the Pitch

- Public relations is more than just press release
- Be specific build your value driven message
- Be Newsworthy
- Make your story relevant to the journalist

7. Last but not least: Follow-up





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THE KEY TO SUCCESSFUL HOTEL PR

Be knowledgeable about your hotel

Be aware of who is your target audience

Create a compelling, newsworthy story

Network and follow-up!





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THANK YOU

