



GR/PR: What does success look like?

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GR/PR basics

- Nobody ever called a consultant when things were going smoothly.
- Make sure you have a clear objective – Imagine the headline.
- Build a coalition.
- Make sure you can adapt and respond quickly.
- Make sure you know your target audience.

GR and PR work together

- Low or negative public profile means you are vulnerable to regulatory interference.
- High or positive public profile means you have built up GR capital to invest in port initiatives.
- Good PR is more than positive media. It's about being **responsive** and **visible**.
- Be a community leader, not just a business leader.

Keys to success

- Organization and preparation
- Target audience
- Frame your narrative
- Content and consistency
- Grassroots support
- Third-party advocates
- Evaluation and adaptation

PR toolbox

- Objective – know your audience; know your channels
- Earned media – reinforce your narrative
- Social media – content, consistency and community
- Paid media – reinforce your brand
- Community outreach – be open and responsive
- Messaging and training – Preparation makes the difference
- Communications products – story-telling tools

GR toolbox

- Objective: What does success look like?
- Know your audience/opponents
- Stakeholder outreach – build your coalition
- Decision-maker outreach – what's in it for them
- Third-party validators – key to legitimacy
- Monitoring – threats and opportunities
- GR products – why is your initiative important

Do's and Don'ts

- Be proactive and reach out
- Collect key data i.e. emails, target media lists, economic impact, coverage
- Respond quickly to challenges
- Don't speculate on support/opposition
- Don't rely on media coverage to determine success
- Don't keep PR or GR goals/activities separate

Measuring results

- Did you achieve your goal?
 - Affect legislation/bylaws
 - Generate public support
 - Successful rebranding
 - Establish business case
- If not, then why?
 - Public opinion research – did you move the needle?
 - Qualitative research – what is driving opinion?
 - Did you reach your target audience?

Thank you



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