

**Now! An independent advisory service for the PR Director**



## **Have you ever wished there was an independent 'PR voice of experience' you could call on just when you had a need?**

**I offer an independent new type of on-call advisory service for  
PR Directors who want to perform to their maximum potential  
– and get the kudos for doing so.**

**The internal demands on PR Directors to contribute to the  
organisation have never been greater.**

**Use my 30 years of experience. Allow me to work collaboratively,  
and discreetly, with you to help you achieve your goals.  
It's a smart – and affordable – option.**

**Grant Common**  
**pr acumen**  
by schubert

## Are these some of the issues that keep you awake at night?

- PR is being under-utilised within your organisation
- Senior management lack commitment to PR
- The annual PR strategy/planning process is stale
- Measurement of PR is not strong enough
  - The PR departmental structure needs reviewing
  - There is pressure to strengthen some aspects of PR
  - There is debate about social media and where it fits
    - The agency relationship could be managed better
    - It's time to consider changing agency – or appointing one!

## Some of the ways I add value

### Agency Relations

- Assist with agency briefs, contracts, reviews
- Establish agency relationship processes
- Advice and facilitation in agency relationship issues
- Prepare RFP's or briefs for a competitive pitch
- Help identify and qualify PR agencies to create a short list for the pitch
- Run a disciplined agency selection process to get the best outcome
- Aid the transition from the old to the new agency

## **Advisory**

- **Audit existing objectives and programs**
- **Review, evaluate, restructure PR departments**
  - **Review or establish measurement/ROI criteria**
- **Review or critique new initiatives/plans**
- **Act as a general sounding board**
- **Fulfill a coaching/mentoring role**
  - **Provide senior support at CEO/Board level**

## **Consultancy**

- **One-off specialist corporate projects beyond the capability of the in-house team or outside the skill set of your PR agency; or of a sensitive nature**
  - **Short-term assignments involving the development of communication strategies around new initiatives, or set-up of a PR/communication function for new organisations/ventures**

## **Benefits of using my services**

- **Independent, fresh perspectives and advice regarding Departmental strategy and structural issues; matters that you find difficult to get internal help with**
- **Access to discreet, private consulting/coaching/mentoring from someone who has empathy with the PR challenges you face; something your other professional colleagues already enjoy**
- **A 'helping hand' from someone who's spent a lifetime on the agency side to assist you to get the best out of your agency relationship(s)**
  - **One-on-one guaranteed direct access to, and advice from, a senior experienced independent corporate PR consultant; no delegation to juniors**
  - **No conflict with your agency; my focus is on structure and management delivery**
  - **No ongoing commitments: an on-call service; use me as little or much as you need**
  - **Cost directly related to input: no retainers, I charge on an hourly or daily basis**

## About me

- Founded and ran a significant Australasian PR agency for 30 years
- Developed and managed campaigns and programs for publicly-listed companies, multi-nationals, brand marketers, not-for-profits, industry associations and Government
- Worked at CEO and Board level
- Experience bridges traditional PR to social media
- Long-standing PR professional memberships in Australia, New Zealand and the United States
- Available to work for corporates, not-for-profits, associations and Governments
- No agency affiliations and no work done for agencies

**During the last 10 years I've been the most prolific writer on PR in Australia – as founder, editor and publisher of PR Influences, Australia's most popular web resource on public relations.**

## Find out more

Go to [www.pracumen.com.au](http://www.pracumen.com.au)

- Find out more about my experience, services and how I work
- Read my blog and keep abreast of news, trends and commentary regarding managing in-house PR

Go to [www.prinfluences.com.au](http://www.prinfluences.com.au)

- See more than 150 articles on all aspects of PR.



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