

Key Steps to a Successful Integrated PA Campaign



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Planning

- Be proactive:
 - What is your position and message?
 - How does it align with core external objectives?
- Build support:
 - How will you sell the concept internally?
 - Which third-party groups will you work with?
- Communicate:
 - How will you involve key partners?
- Evaluate:
 - What is your resource capacity?
 - What is the value added for the company?



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Execution

- Know your audience: Who are you trying to reach, and how can you do it?
- Time accordingly: Where is your audience's attention?
- Be authentic: How can you combine altruism and your business case?



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Follow Up

- Don't lose momentum: Your work is a case study for future campaigns
- Measure your work: Which metrics are the most relevant for showcasing your success?
- Engage colleagues: The key to continuous improvement and generating ideas



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Questions?

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