

ASSESSMENT 1 of Kay Zin Moe

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1. **Define the term, 'Public Relations.'**

Public relations (PR) means the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

2. **Define the term, 'Publicity.'**

Publicity means the movement of information to the general public from the media. The subjects of publicity include people (for example, politicians and performing goods and services, organizations, and works of art or entertainment. It is gaining public visibility or awareness for a product, service or your company via the media.

3. **What are the similarities between Public Relations, publicity, and advertising? Name the two main branches of advertising.**

There are some similarities between public relations, advertising, and publicity. Each of these three elements is used to promote goods, services, or persons.

Public Relations Tasks

- Write Press Releases (these formatted letters announce a new product, service, or event; each new press release also reinforces a company's brand message)
- Schedule Promotional Events - Every public relations person will work at scheduling community, national, or international events that promote a person, company, product, or service.

Advertising Tasks

- Designs Ads And Signage - Advertising sells products and services to consumers by combining engaging text, fresh images, and other media, such as video clips and testimonials. An ad executive will track results from media campaigns and make adjustments.

Publicity Tasks

- Manages Special Publicity Events - Today, digital media tasks may be shared between a public relations expert and a publicity employee. The public relations person will manage face-to-face interactions, while the publicity specialist will plan out detailed initiatives to get the attention of a public.

There are two main branches of advertising. They are directional and creative.

Creative Advertising: Creates an awareness, need or brand in the marketplace. It's spreading your message across a wide area or audience or otherwise known as a shot-gun approach.

Directional Advertising: Directional advertising is placing your business in front of people who are actually looking for your product or service.

4. What are the advantages and limitations of exhibitions as a public relations' tool?

Advantages of exhibitions as a public relations' tool

Exhibiting can be a great way to [advertise](#) to a target market and [create brand awareness](#).

Exhibitions are open to a large and sometimes diverse range of audiences (usually the general public). This provides you with a platform to promote your product or service to a broader group that may have little or no knowledge of your products and services.

Depending on your type of business, product and market testing can be carried out at trade shows and exhibitions to gain industry or general opinion about your offering.

Being involved in a trade show or exhibition can provide you with opportunities to branch out to business-to-business trading and create a customer database from the visitors to your display booth.

Limitations of exhibitions as a public relations' tool

There are Limitations involved and you need to be aware of those risks in the planning stages:

- Trade shows require at least a day and probably more of your time.
- Travelling to trade shows can be costly.
- Displaying at a trade show can also be costly.
- There will probably be quite a bit of competition at all shows.

Choosing the wrong exhibition your business's products or services can result in displaying to the wrong audience.