

# STRATEGY PLAN EUPRERA 2001

## THE BEST WAY TO MAKE EUPRERA THE REAL AMBASSADOR OF PUBLIC RELATIONS EDUCATION IN EUROPE

### 1.Objectives and Target Groups

#### 1.1. Objectives

EUPRERA has the following objectives at the European level:

- ~ Collecting, communicating and exchanging all forms of public relations research among those persons or institutions who are involved or interested in such research
- ~ Examining the education models in the different countries in order to connect this type of education with the world of practice
- ~ Encouraging fundamental and applied public relations research
- ~ Studying public relations methods as well as their promotion

**In order to achieve these objectives EUPRERA needs to have at its disposal a minimum of 25,000 Euro a year, 40,000 a year would be more comfortable certainly from 2003 onwards (1).**

#### 1.2. Target groups

As a result of these objectives the target groups of EUPRERA are (in the following order):

~ Primary

1. European academics in Public Relations
2. Universities and Institutions offering Public Relations study programmes
3. Public Relations students
4. Alumni (former students)
5. National Organizations

~ Secondary

1. Practitioners, interested in Research and Education

### 2.Products

The strength of EUPRERA has to be: "offering what others cannot", which means that EUPRERA should stand for *Centre of Public Relations Knowledge in Europe*. From this starting point it has to provide the state-of-the-art in Public Relations and Research and has to combine Public Relations theory and practice on the European level. EUPRERA can best achieve these objectives by offering the following products:

## 2.1. The website

The website has to be the *visiting card* of the organization. All the essential information on the organization has to be presented in a attractive and dynamic style. **If is essential that the website is permanently updated so that it is the confirmation of the dynamics of the organization.**

## 2.2 European Body of Knowledge (EBOK)

EBOK has to be the scientific pillar of the profession. It will codify the existing body of Public Relations literature in Europe and cross the present linguistic, cultural and administrative barriers. To achieve this on-going project, the EBOK responsables maintain close contacts with the national co-ordinators. **If is essential for the access, consultation as well as the use of the EBOK data base to be as easy as possible for all those interested**

## 2.3. European Public Relations Educational programmes (EUPREP2)

This product has to offer the most exhaustive information about the study programmes situated in the educational system of their country and about the place of Public Relations within that system. **To achieve the highest return the inventory needs to be updated twice a year. (on the occasion of our requests for the Award, Research projects, Internship possibilities .... )**

## 2.4. The Vade Mecum of Public Relations Education in Europe (EPRE)

The *Vade Mecum* lists the main ingredients needed to train future public relations specialists and practitioners. It has to be an essential tool for anyone who is responsible for study programmes in Europe. **If is essential that the result can be accepted by the practitioners and can be incorporated in the different study programmes in Europe. (result in 2002) .**

## 2.5. The Glossary

The Glossary has to be the essential tool to open the many language barriers in Europe. When it becomes easy to acquire and to use the Glossary, it will be ordered by both academies and practitioners. **The priority is to make the Glossary easy to use, available in most (spoken) European languages and optimally distributed.**

## 2.6. Congresses and Symposia

Congresses and Symposia are the outstanding places to exchange Research and Education experiences .They also offer the opportunity to improve the realization of the different projects and to reinforce the connection with the other members. **Many more members or aspiring members have to be attracted by these events.**

## 2.7. The Award

The Award will stimulate public relations students to produce high quality research work and realize an international exchange of this research. **The participation in the Award has to be enlarged to all the Universities, able to participate. It would be more than useful to introduce another Award awarding the best case-studies in order to improve the link with the practice**

## 2.8. Internship data bank

Although it is not recommendable for the moment to enlarge the EUPRERA activities and the products, the creation of an internship data bank is of exceptional importance in order to obtain the necessary co-operation of students from all over Europe. A first Internship data bank, possibly completed by an exchange network, has to be presented at the Bled Congress.

## 2.9. The Newsletter

The Newsletter is the indispensable instrument to give the real feeling to the members that they belong to the organization. The frequency of 3 issues a year is a strict minimum. A more spontaneous involvement of all the members (by sending articles when there is something to inform others about) is definitely required. The Newsletter has to reflect the life of a EUROPEAN organisation

## 2.10. Publications

A number of the activities of the organisation offers the possibility to produce very interesting publications. (Congresses, Bled Seminar, Seminars organized by different members, the Award.). Everything has to be done to make publications of every event. Besides, a European Journal would be the ideal instrument in this context.

In this context, it is important to realise that there is (except for 1 or 2 cases) no question of creating new products, there is only talk of optimising the existing ones .

Someone has to be found for ail the assignments typed in bold!

## 3. The Price

### 3.1. Membership structure

The membership structure of the organization has to be clear and transparent according to the importance of the target groups.

From this it follows that it is recommendable that there are only two categories of members:

- ~ Individual Members (Academies and Practitioners) (fee = 100 Euro + 10 Euro bank)
- ~ Institutional Members (Universities, Departments, Faculties / Agencies and In-house departments / Public Relations Associations) (fee = 200 Euro + 10 Euro bank)

Beside the real members the organization needs the support of different categories of sponsors.

### 3.2. Sponsorship structure

The sponsors will be called "EUPRERA Academy Sponsors"; they can be split op in different categories:

- ~ Country Portal Sponsors: The general information of the EBOK part of the website will be translated in their language. They pay a fixed price for it (2.500 Euro)
  - ~ General EBOK Sponsor
  - ~ Specific Sponsors: They will sponsor specific products at an adapted price
  - ~ Co-sponsors: They pay substantial part of a product.
  - ~ European grants and funding

**If is necessary to work out the exact return that will be offered to each category of sponsors. This has to be done by a member of the board especially assigned to coordinate sponsorship**

#### 4.Place

1. The (general) secretariat: It is obvious that the secretariat has to take advantage of all the activities of EUPRERA to promote the advantages linked to membership of the organization.  
As the secretariat owns all the e-mail addresses of the applicant members this promotion will not be expensive and easy to realise.  
This kind of promotion has more to do with sensibilisation and reminder than leading to a significant increase of members.
2. Congresses, Seminars and other events: The own congress and seminar are the ideal occasions to make a lot of new members. The price difference between members and non-members and the physical presence of a lot of interested persons offers the ideal opportunity to convince them to membership.  
On top of that, all national or international meetings organized by colleagues or related organizations offer an interesting possibility.
3. Universities through the different countries : The absolutely best way to convince future members is to organize a direct contact with them. Some national organizations can be very useful to facilitate these contacts. Students can play a very important role as well in the approach of Universities.  
*Even when this seems difficult it is the only possibility to achieve our objectives.*

#### 5. The Marketing and promotion

##### 5.1 Starting point.

**As a settled data we have to accept that our three most attractive products (website, Ebok and euPREP ) are at the disposal of everyone for free. As another interesting**

**product (the Congress) is too difficult to organize by the organization itself , it is delegated to a University-member and EUPRERA does not take any profit.**

### 5.2. Consequence.

The consequence is that at least 50% of our income has to be realized by sponsoring; the other 50% can be obtained by membership fees.

This actually means that both categories of income have to provide 12.500 Euro each 2002 and 20.000 Euro each in 2003.

As far as membership is concerned this means : 63 institutional members (= 126 individual members) in 2002 and 100 institutional members (or 200 individuals) in 2003, or of course a combination of both categories.

*With a totality of 240 Colleges/universities in 22 countries this seems certainly feasible. (see page 10 (2))*

As regards the sponsors this means only 5 portal sponsors ( 8 in 2003) or an equivalent of specific or minor sponsors. It is obvious that this goal is easy to achieve and could probably be strongly increased, regarding the interesting products that the organization offer at the moment.

Probably the proposed number of members will be more difficult to achieve, but it is certainly possible if we really wish to succeed.

### 5.3. Membership recruitment

The membership recruitment includes three main strategies:

~ The first is managed by the Secretary General and the central secretariate: it constitutes the basis of the global strategy.

This strategy mainly aims at sensitising *all possible applicant members* : the complete list of the EUPREP will be used in the first place, but the individual practitioners who are known to the organization will be contacted.

The contacts will happen at least 3 times a year: In the beginning of the year presenting the working of the organisation during the year; in the month of May announcing the Seminar and the Congress and asking for the updating of the curricula; and in October asking to participate in the Award and asking again for the updating of the curricula.

All those contacts will be done by e-mail.

*Each of these contacts as well as other occasional contacts (through the announcement of the congress, seminar .. .) have to indicate very clearly the advantage of being member.*

~ The second strategy will be realized on the occasion of Events.

All events where an important number of applicant members will be present, and of course mainly the events of the organization itself, are the best occasions to promote EUPRERA.

If possible EUPRERA will be introduced by means of a short presentation. To that purpose it is necessary *that a short presentation kit is realized.*

As these presentations will normally be given by the president (or the past president) it is advisable for them to prepare their presentation tools. It would be ideal if this could be translated in most important European languages.

Furthermore, they need a good presentation map. For the moment the old maps are used. As soon as the new house style is presented brochures will be printed based on the actual information in the maps and conform with the new house style ..

The advantage of the brochures will be that they can be made low-priced and that it will be much easier to distribute these brochures as they will be much smaller.

The president and the past president will always have enough brochures (English and French) at their disposal.

*This strategy will certainly bring in a number of members but principally if will also be an important action to prepare a lot of people to become a member in a following phase.*

#### ~ The "face to face" strategy

As stated before, only the direct contact from person to person, demonstrating the advantages of EUPRERA-membership, will fundamentally increase the number of members.

In the past the efforts from the organization to incite the present members to recruit new members (even with a substantial financial profit) failed. The special action to recruit "members of the academy" (also with financial support) failed as well.

The conclusion is that only a **well-structured strategy** conducted essentially by the **board members** has a chance to succeed.

As the board members cannot visit all the Universities in the different countries they need the support of present EUPRERA members (the national representatives or other members if necessary) in each country outside their own country.

In order to succeed it is essential *for them to establish good and frequent contacts between the country responsible and themselves.*

To make this action efficient it is necessary to split up Europe in different areas so that each Board Member has one of these areas to cover.

It would be preferable for each board member to choose its own area but on the other hand some other elements ( nearness, language, previous contacts) are to be considered.

A possible model of areas is given at the end of this plan (2);

In order to obtain the number of members anticipated, it is necessary to include in this plan the number of Universities that we aim for in each country (depending on the number of possible candidates and special favourable or unfavourable circumstances)

Another substantial factor to succeed is a close co-operation with the students. For that reason it seems of the greatest importance that at least a kind of partnership with CERP-STUDENTS can be established. The way to manage this is explained in a **separated document**. ( Co-operation with the Public Relations Students in Europe) The reason why this co-operation is that important is because the two organizations have the same needs. CERP STUDENTS as well as EUPRERA are underrepresented in some countries and in a lot of Universities. Students from a University are in the best position to convince their teachers to become member of EUPRERA as we can help them to make (more)student members at our Universities.

#### 5.4. Sponsorship

##### ~ **Country portal Sponsors and General EBOK Sponsors**

Country portal sponsors and General EBOK sponsors are directly linked to the EBOK project. Considering that EBOK is our most important (free) product it is normal that the price is adapted to this importance .

As general principle we can state that each product is best "sold" by the persons who are involved in the creation of the product as they are in the best position to explain what the possible sponsor can expect from this product.

Consequently the members of the EBOK committee are best placed to conduct this sponsoring campaign.

Of course they can organize it themselves and they can probably expect the support of some correspondents from the different countries.

Looking back to our objectives it would be ideal for 5 portal sponsors to be contracted (written agreements are necessary) for 2002 and 8 for 2003.

If this objective is achieved, the minimum income of sponsorship will be assured.

#### ~ Specific Sponsors

It is advisable to examine each special activity regarding its sponsorship possibilities. This is certainly the case for the Website as such but can also be the case for the EUPREP.

It can certainly be considered for the Vade Mecum project (EPRE) and even more for the creation of a European Journal. As the latest is not included in the actual budget this publication should be self-supporting.

When the organization wants to work with specific sponsors it is absolutely necessary that , considering the principle mentioned above, each project responsible presents a sponsor plan for his specific project.

This plan has to include the price that he proposes for sponsoring his project and the return that the sponsor will get from his co-operation.

#### ~ Co- sponsors

This is not really a specific category but some organizations may not be willing (or are not able) to pay the total amount of a (portal or specific) sponsorship.

If he is willing to pay a *part* of such a sponsorship the project responsible has to know exactly what he can offer in return.

It is preferable for this kind of sponsorship to include a fixed price (f.e.1000 Euro) in order to make it easier to negotiate.

It is very important that all the sponsorship-proposals are worked out by the project responsible in close contact with the website manager and the webmaster in order to be sure about the exact possibilities on the web, and with the president and general secretary in order to examine other advantages that can be offered to the concerned category of sponsors.

#### ~ European grants and public funding

It is obvious that certain EUPRERA activities can count on European funds. However, here someone who is well acquainted with the matter is needed. If the organization obtains a certain result in this context, then it is absolutely necessary to appoint a member with a lot of experience and with good contacts with the European union

Anyway, the income of European Grants will always be considered as a supplementary "bonus" as one never knows for sure that grants will really be obtained.

#### 5.5. Other possibilities and special products

~ Some products can be directly sold. This possibility is demonstrated by the CD Rom of the "Glossary".

A good finished product as the glossary has to be sold at the best (commercial) price to a broad public of non-members. It will be promoted not only in the educational field but in the practical field as well,

~ A special product should be the Award. At the last board meeting it was decided that the award remains linked to the annual Congress.

As the presentation of the Award will be included in the Congress context and as it seems logical that in the congress country it will be easier to find a specific sponsor who can be involved in the Award ceremony, it was decided that in the future the congress organizer will take care of the sponsoring (1500 Euro).

This decision should be even more justified as in the future the organization aims to reach far more members meaning that the participation of EUPRERA members in congresses will increase and that normally the profit of well-organized congresses can increase as well.

#### General remarks

When all these activities are realised EUPRERA will be better known in Europe but the reverse is even more true.

The success of the entire operation will be much more ensured if EUPRERA see to it that the organization is very well-known in Europe and of course has a positive image.

Therefore it is absolutely necessary to take advantage of each occasion in order to spread all the news on our organisation and its events in all the countries and this not only among the researchers and educators but also among the practitioners.

The only possibility to do so is to work together with the national organizations; they are in the best position to convey our messages to their members by means of their publications or website or email communication.

For that reason it is necessary that, if some organisations do not want to sponsor (Portal sponsor) or don't decide to become an institutional member of EUPRERA, they might accept to co-operate with us at least in a two way communication.

In this case it is the national representatives who are in the best position to work on this. EUPRERA's image in the different countries in Europe would increase if EUPRERA appeared as the real representative of the EUROPEAN VOICE in the field of Research and Education. For that reason it is advisable for EUPRERA to try and establish good contacts and maybe some kinds of co-operation with the AMERICAN ORGANISATION for Educators and Researchers in the near future.

#### Notes

(1) The budget for 2002, estimated at 25,000 Euro, is based on the following figures:  
Office: 1500; Web: 2000; EBOK: 2000; Secretary: 5000; Translations: 2000 and meetings (Board and EBOK) 10.000 ; printing and other materials 2.500.  
The budget for 2003 also covers the costs of a part-time Secretary General (+5000) and the remuneration for other services (EBOK, ..... )

(2) THIS PROPOSAL IS ONLY AN EXAMPLE HOW IT COULD BE, but of course it needs to be discussed with everybody individually:

<b>Board member</b>	<b>Countries + responsible</b>	<b>Total</b>	<b>Minimum to recruit</b>
Gerhard Butschi	Switzerland - F.Lurati	2	16 OF THE 59
	Germany - B.Baems	57	
Anne Marie Cotton	France - L.P.Laprévôte	35	10 OF THE 37
	Belgium (f.) - A.Gryspeerdt	2	
Luis Poupinha	Portugal - L.Poupinha	14	12 OF THE 44
	Spain - A.Noguero	14	
	Greece - G.Piperopoulos	16	
Inger Jensen	Denmark - I.Jensen	1	3 OF THE 9
	Austria - B.Signizer	5	
	Finland - M.Jaatinen	3	
Marek Kosewski	Poland - M.Kosewski	5	5 OF THE 14
	Bulgarie - L.Karavasilev	3	
	Hungary - G.Szondi	3	
	Estonia - G.Szondi	2	
	Yugoslavie - M.Djuric	1	
Bertil Flodin	Sweden - B.Flodin	13	7 OF THE 26
	Italy - someone to find !!!	13	
	Russia - someone to find !!!	?	
Paul Horsle	Norway - P.Horsle	3	6 OF THE 22
	United Kingdom - R.Tench	11	
	Ireland - F. Carty	8	
Jos Willems	The Netherlands - S .. Kleijne	21	8 OF THE 29
	Belgium (N) - J.Willems	6	
	Slovenia - D.Vercic	1	
<b>TOTAL</b>			<b>68 OF THE 240</b>

Remarks: The **totality** means all the Universities and High Schools having a program in P.R. in this country.

The **minimum to recruit** means "*Institutional members*", As far as "individual members" are concerned it is necessary to recruit the double, in order to achieve the objectives