Dream Bigger

THOUGHT LEADERSHIP + INFLUENCER RELATIONS

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Director of Client Service
Belle Communication
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About Me

- PR strategist, agency leader + radically candid manager
- Earned media, thought leadership, influencer relations, social media + integrated strategy
- Restaurant, food and beverage, B2B + tourism experience
- 9+ years of agency experience
- Proud Ohio State alum
- Mom of two girls under 3

linkedin.com/katieriehlwilson
We’ve represented 70+ brands in the restaurant, food, B2B and travel/tourism space.

Smart, savvy PR that gets results.
4,000 MEDIA OPPORTUNITIES SECURED

100 EVENTS EXECUTED

$1,500,000 REVENUE GENERATED FOR CLIENTS

POINTS OF PRIDE

BELLES LIVING THEIR BEST LIVES IN OH, TN, IL, WV, MO
Today’s Goals

- Dream bigger for ECD PRSA
- Share tips and inspiration for thought leadership + influencer campaigns
- Review 3 key takeaways each
- Brainstorm together
- Walk away with tangible ideas to implement for your chapter
But First...

What’s the aim?
We empower meaningful work + thriving relationships.
Dream Bigger

- Think about:
  - How has PRSA impacted your career?
  - How does PRSA provide value to you?
  - What more do you want to get out of your PRSA involvement?
- Now, write down:
  - Define your aim -- or overall focus / goal / dream -- for PRSA chapter(s).
PRSA

Make communications professionals smarter, better prepared and more connected through all stages of their career.
Dream Bigger:

1. What if we executed a thought leadership campaign for our PRSA Chapters?
Thought Leadership PR

**Impact:** Elevate the brand through its leader(s)

- Raise awareness
- Increase membership
- Drive attendance
- Produce leads
- Encourage trial
- Generate revenue
3 Keys: Thought Leadership

**Connect.**
Prioritize relevance to your audience.

**Credibility.**
Thoughtfully build your reputation.

**Communicate.**
Strategically share your expertise.
Connect
Prioritize relevance to your audience.

Target Audience
Media
Landscape
Competition

Identify SMEs
Themes + Topics
Define Channels
Ongoing Feedback
Credibility

Thoughtfully build your reputation.

- Industry Awards
- Community + Board Involvement
- Speaking Engagements
- Earned Media
Communicate
Strategically share your expertise.

Content Development
Optimize Social Profiles
Engage Your Network
Amplify + Repurpose
What can you do now: LinkedIn

- Add PRSA leadership to your bio
  - Bonus: Add within your headline
- List PRSA leadership within experience
  - Include current + past leadership roles
  - Add bullets to define your impact
- Publish your PRSA activity
  - Post about today’s conference!
- Engage with PRSA, peers + members
  - Share upcoming chapter events
  - Comment on chapter posts
  - React to member posts
  - Write a personal recommendation
Dream Bigger:

2. What if we executed an influencer campaign for our PRSA Chapters?
Influencer Relations

**Impact:** Engage partners to influence your audience

- Raise awareness
- Increase membership
- Drive attendance
- Create ambassadors
- Fuel engagement
- Generate sales
3 Keys: Influencer Relations

Identify.
Uncover authentic, engaging partners.

Ideate.
Prioritize creativity and collaboration.

Integrate.
Elevate influencer content.
Identify
Uncover authentic, engaging partners.

Outline Key Criteria
Build Ideal Profile
Community Influencers

Research for Fit
Consider Current Network
Define KPIs
Ideate
Prioritize creativity and collaboration.

Explore
Activations

Prioritize
Experiences

Empower
Creative Freedom

Create Mood
Boards
Integrate
Elevate influencer content.

Engagement
Multi-Channel Promotion
Amplify + Repurpose

Measurement
Ongoing Feedback
Cultivate Ambassadors

visitfairfieldcounty
Rockside Winery and Vineyards

visitfairfieldcounty Nothing says girls weekend quite like sipping a glass of wine in the sunshine 🍷 Check out how Stella and her girls spent their weekend getaway in fairfield county at the link in our bio! @theheartsdignite #VisitFC
PRSA Inspo

21 likes
@cincinnatiprsa Hi 🌼 Jo Kerman (@jovonker) here! You might be wondering why I'm all smiles 😊 It's because I have the pleasure of taking over @cincinnatiprsa's Insta page for the next three days! I hope you'll follow along for a sneak peak of my adventures around the Queen City. But first! Here are a few fun facts about me.

37 likes
@oc_prsa Earning her MBA, pursuing her APR and making lifelong friends are just a few highlights from Charla's 8-year tenure in OCRPSA. What's your #OCPRSAMoment? Don't have one? Join today at http://bit.ly/OCPRSAapp!

View all 2 comments

55 likes
@sdprnewpros Today we're catching up with one of our mentors, Colette Mauzerale founder of @contour_pr - "Among the benefits that come with owning Contour PR + Social, I've found a huge opportunity to mentor others. This season I'm mentoring two individuals through PRSA San Diego and so far have provided guidance around job hunting and interviewing, development of real-world skills and discussion on what different PR career paths can look like given each person's interests. But it goes beyond PR skills; I also want my mentees to know that they are strong and valuable women, that they are supported and how important it is to create a career and a life they fully love."
Activity: Bring It All Together

- Break into six small groups.
- Each group will focus on one “key.”
- Brainstorm how to implement within your chapter (10 mins).
- Share your top 2-3 ideas with the group (5 mins).
Summary

- Start with defining the aim for your PRSA chapter
- Keep in mind these key tips as you build your chapter’s PR strategy

<table>
<thead>
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<th>Thought Leadership</th>
<th>Influencer Relations</th>
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- Update your LinkedIn presence to highlight your PRSA leadership
- Dream bigger: What are you going to do now?
Thank you!

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