



World  
Communications  
Month

# WORLD PR COMMUNICATIONS MONTH

1. ANNOUNCEMENT & NEW RELEASE
2. EVENT LOGO
3. PROUDLY IN PR
4. GLOBAL PR NEWS
5. FORTHCOMING EVENTS
6. TOOL KIT



# 1. ANNOUNCEMENT & NEWS RELEASE



# 1. ANNOUNCEMENT & NEWS RELEASE

- World PR Communications month has already been announced on our website and via email blasts to members.
- A link to a news release is included for dispatching to local media.
- The announcement gives an overview of plans for the month, which are detailed in this deck.
- We request you to use #PRCommsMonth in digital posts on our celebration.

# 2. EVENT LOGO

To brand all activities during  
World PR Communications Month



## 2. EVENT LOGO

- You will be given high resolution files of the logos. You may use any of them based on the size and orientation of your materials as well as the background on which the logos will be placed.
- On the next few slides are the various logos that you may use.



## ON WHITE BACKGROUND



World **PR** Communications Month



World  
**PR** Communications  
Month



World  
**PR** Communications  
Month

## ON TEAL BACKGROUND



World **PR** Communications Month



World  
**PR** Communications  
Month



World  
**PR** Communications  
Month

## ON LIGHT COLORS



## ON DARK COLORS





# ON TEXTURES & IMAGES



World **PR** Communications Month



World  
**PR** Communications  
Month



World  
**PR** Communications  
Month

# ON TEXTURES & IMAGES



World **PR** Communications Month



World  
**PR** Communications  
Month



World  
**PR** Communications  
Month

# 3. PROUDLY IN PR

Social posts to celebrate who we are  
and what we do in the industry



### 3. PROUDLY IN PR

- Please feature members of your respective associations in your own social media assets. Using quotes from these members, showcase what they do for our industry and celebrate the diversity of our work as PR professionals.
- Templates will be given to you so you can just plug in your desired texts and photos. There will be space for you to include your own organization logo too.
- The following slides show sample social media cards and how they may be used as social media posts.



# SAMPLE ART CARDS

”

I help to equip the new generation of PR practitioners with the tools to run our industry.

**Norman A. Agatep, APR**  
Lecturer, Ateneo de Manila University



World  
**PR** Communications  
Month



”

My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.

**Lady Ochel Espinosa**  
Southeast Asia Insights Director,  
Isentia



World  
**PR** Communications  
Month



”

I help to equip the new generation of PR practitioners with the tools to run our industry.

**Norman A. Agatep, APR**  
Lecturer, Ateneo de Manila University



**World PR Communications Month**



## GLOBAL ALLIANCE

15 min

PROUDLY IN PR. September is World PR Communications Month. Let's celebrate the many ways we all contribute to our industry. Honing the talents of future practitioners is just one. Is PR your tool to build brands and connect with consumers? Do you use communication to give voice to marginalized communities? Are you all about crystallizing a culture within your internal team? Tell us about it.

[#PRCommsMonth](#) [#GlobalAlliance](#)

”

I help to equip the new generation of PR practitioners with the tools to run our industry.

**Norman A. Agatep, APR**  
Lecturer, Ateneo de Manila University



**World PR Communications Month**





My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.

**Lady Ochel Espinosa**  
Southeast Asia Insights Director,  
Isentia



World  
**PR Communications**  
Month



**GLOBAL ALLIANCE**

15 min

MEASURING PR VALUE. Ochel leads a team of professionals who surface human insights that become a basis for measuring the impact of PR on various stakeholders. What else are PR Pros doing today to advance our practice in the world? Tell us all about it.

[#PRCommsMonth](#) [#GlobalAlliance](#)



My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.

**Lady Ochel Espinosa**  
Southeast Asia Insights Director,  
Isentia



World  
**PR Communications**  
Month



Like



Comment



Share

# 4. GLOBAL PR NEWS

Social posts to highlight activities  
of our member organizations



## 4. GLOBAL PR NEWS

- Please announce PR news and activities in your respective markets that happen within September—membership meetings, student engagement, conferences and seminars, book launches, etc.
- Templates for such posts are also in your tool kit. There will be space for your own logos too.
- The next slides show sample executions of such announcements.



# SAMPLE ART CARD



## CRYPTO OR CRYPTIC



At the last **General Membership meeting of the Public Relations Society of the Philippines**, Philstar Media Group Head of Digital Jayvee Fernandez asked this important question:  
Are your PR skills and knowledge ready for Web3 and the Metaverse?



[www.prsp.ph](http://www.prsp.ph)



# CRYPTO OR CRYPTIC

At the last **General Membership meeting of the Public Relations Society of the Philippines**, Philstar Media Group Head of Digital Jayvee Fernandez asked this important question:  
Are your PR skills and knowledge ready for Web3 and the Metaverse?

| **World PR Communications Month**

[www.prsp.ph](http://www.prsp.ph)

## GLOBAL ALLIANCE

15 min

CRYPTO OR CRYPTIC? Members of the Public Relations Society of the Philippines gathered recently to discuss the future of our practice amid the global growth of Web3 and the Metaverse. What other conversations should PR Pros be leading at this time and age? Tell us your thoughts as we celebrate this September, World PR and Communications Month.  
[#PRCommsMonth](#) [#GlobalAlliance](#)

At the last **General Membership meeting of the Public Relations Society of the Philippines**, Philstar Media Group Head of Digital Jayvee Fernandez asked this important question:  
Are your PR skills and knowledge ready for Web3 and the Metaverse?

| **World PR Communications Month**

[www.prsp.ph](http://www.prsp.ph)



# 5. FORTHCOMING EVENTS

Social posts to announce coming events  
and invite others to participate



## 5. FORTHCOMING EVENTS

- You may also announce your forthcoming events via social posts and invite the public to these activities. Do share these invitations to GA if the events are open to our members around the world.
- Sample posts in the next slides.

# SAMPLE ART CARD




**PUBLIC RELATIONS IN THE AGE OF CHANGE**  
September 18, 2023 | Monday  
3-4pm (Manila Time)

**MODERATOR:**  
**NORMAN AGATEP, APR**  
Adviser, Public Relations Society of the Philippines

**SPEAKERS:**

- JUDE WILLIAM GENILO**  
Pro Vice Chancellor, University of Liberal Arts Bangladesh
- GLADYS DIAZ, APR**  
Principal, GMD Public Relations Consultant, Inc.
- PETER MUTIE, Fprsk, Fapra, Fziprc**  
CEO, Peterson Integrated Communications Ltd
- RUBY WAN**  
Immediate Past President, Hong Kong Public Relations Professionals' Association

 **World PR Communications Month**

Zoom Meeting: [bit.ly/WorldPRCommsMonth](https://bit.ly/WorldPRCommsMonth)

 **PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES**


# PUBLIC RELATIONS IN THE AGE OF CHANGE

September 18, 2023 | Monday  
3-4pm (Manila Time)


**MODERATOR:**  
**NORMAN AGATEP, APR**  
Adviser, Public Relations Society of the Philippines

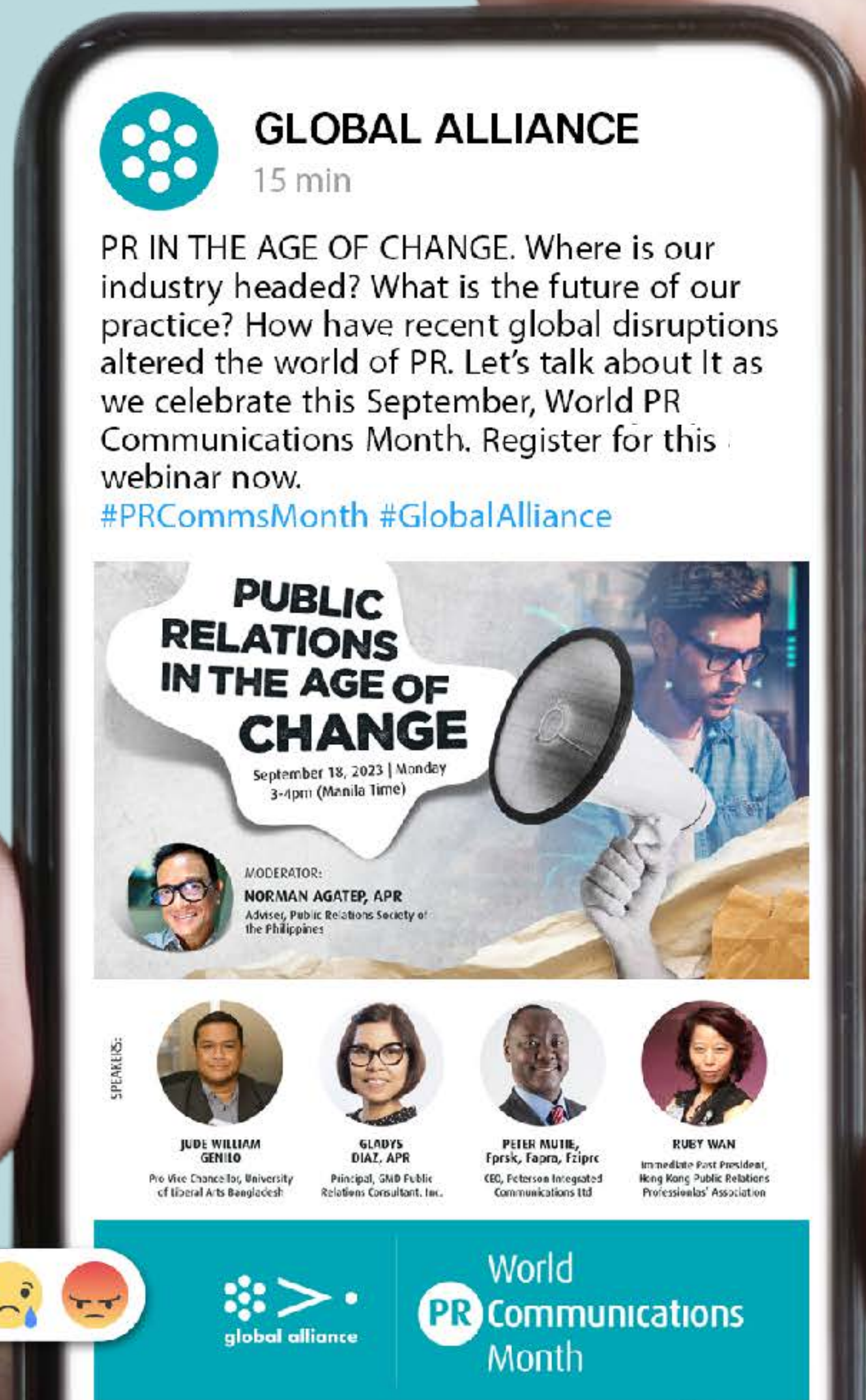
**SPEAKERS:**


- JUDE WILLIAM GENILO**  
Pro Vice Chancellor, University of Liberal Arts Bangladesh
- GLADYS DIAZ, APR**  
Principal, GMD Public Relations Consultant, Inc.
- PETER MUTIE, Eprsk, Fapra, Fziprc**  
CEO, Peterson Integrated Communications Ltd
- RUBY WAN**  
Immediate Past President, Hong Kong Public Relations Professionals' Association

 **World Communications Month**

Zoom Meeting: [bit.ly/WorldPRCommsMonth](https://bit.ly/WorldPRCommsMonth)





 **GLOBAL ALLIANCE**  
15 min

PR IN THE AGE OF CHANGE. Where is our industry headed? What is the future of our practice? How have recent global disruptions altered the world of PR. Let's talk about it as we celebrate this September, World PR Communications Month. Register for this webinar now.

[#PRCommsMonth](#) [#GlobalAlliance](#)


# PUBLIC RELATIONS IN THE AGE OF CHANGE

September 18, 2023 | Monday  
3-4pm (Manila Time)


**MODERATOR:**  
**NORMAN AGATEP, APR**  
Adviser, Public Relations Society of the Philippines

**SPEAKERS:**

- JUDE WILLIAM GENILO**  
Pro Vice Chancellor, University of Liberal Arts Bangladesh
- GLADYS DIAZ, APR**  
Principal, GMD Public Relations Consultant, Inc.
- PETER MUTIE, Eprsk, Fapra, Fziprc**  
CEO, Peterson Integrated Communications Ltd
- RUBY WAN**  
Immediate Past President, Hong Kong Public Relations Professionals' Association

 **World Communications Month**

Zoom Meeting: [bit.ly/WorldPRCommsMonth](https://bit.ly/WorldPRCommsMonth)





# 6. TOOL KIT

## 6. TOOL KIT

- With this playbook comes a link to all the tools you need to execute the tactics listed in the previous slides. Included are the logos, fonts, templates and guides, some layered files, plus the sample executions in this pdf.
- Note that the sample executions have been crafted to give you an idea of what you can post on your social media assets. Please feel free to infuse your own execution styles to best represent your organization. Just make sure that GA is properly branded and given the credit it deserves.
- The following slides give you a glimpse of the templates and guides that you will receive via the link. Thank you!





C:78 M:14 Y:28 K:0

C:100 M:80 Y:37 K:26

**Dax Medium**

Template for photos with colored BG

**Dax Regular**

Template for photos with White BG

“  
I help to equip the new generation of PR practitioners with the tools to run our industry.  
Norman A. Agatep, APR  
Lecturer, Ateneo de Manila University

“  
My team develops media analytics and unearths data-driven insights so corporations can make more informed business decisions.  
Lady Ochel Espinosa  
Southeast Asia Insights Director, Iusnia

global alliance  
World Communications Month  
PR SP

### Dax Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis



### Dax Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis



**PUBLIC RELATIONS IN THE AGE OF CHANGE**  
September 18, 2023 | Monday  
3-4pm (Manila Time)

MODERATOR:  
**NORMAN AGATEP, APR**  
Advisor, Public Relations Society of the Philippines

**Speakers:**  
JUDE WILLIAM GENILO  
Pro Vice-Chancellor, University of Liberal Arts Bangladesh  
GLADYS DIAZ, APR  
Principal, GMD Public Relations Consultant, Inc.  
PETER MUTIE, Fprsh, Fapra, Fzipc  
CEO, Peterson Integrated Communications Ltd  
RUBY WAN  
Immediate Past President, Hong Kong Public Relations Professionals' Association

global alliance  
World Communications Month  
PR SP

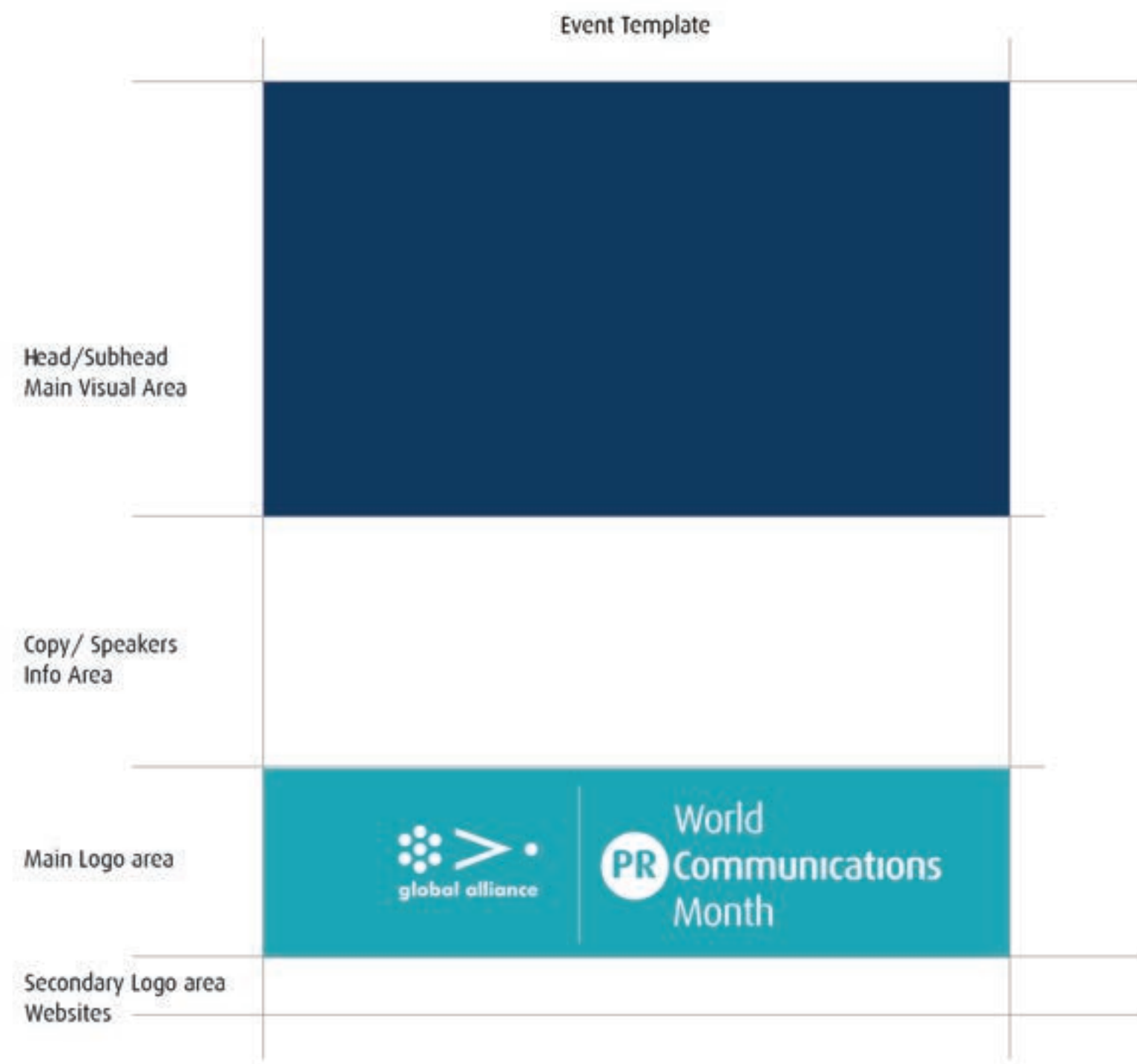
Zoom Meeting: bit.ly/WorldPRCommsMonth

**Dax Medium**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Dax Regular**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Dax Light**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





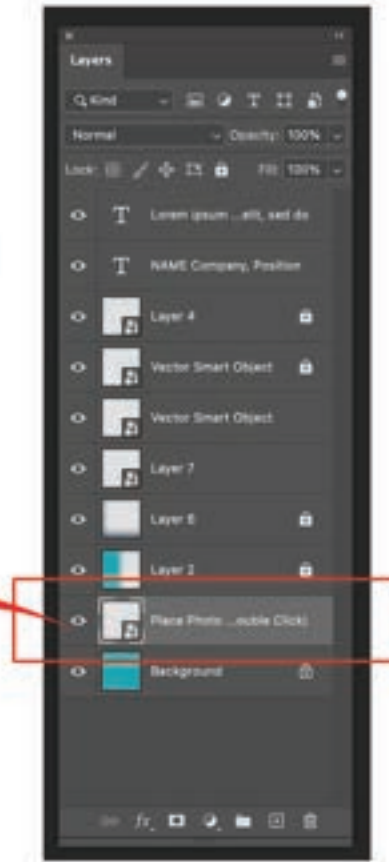
Square Template for Photos  
with colored background



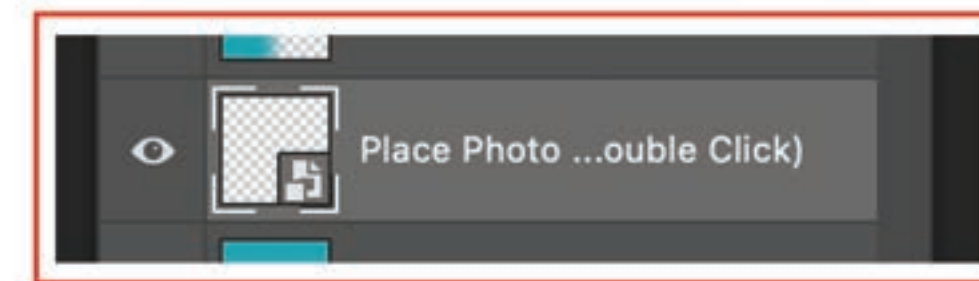
Square Template for Photos  
white background



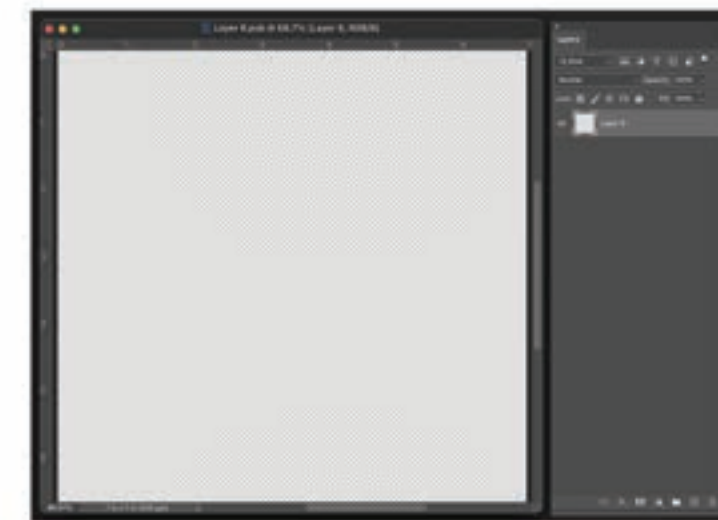
**Step 1:**  
Open Template (PSD File)



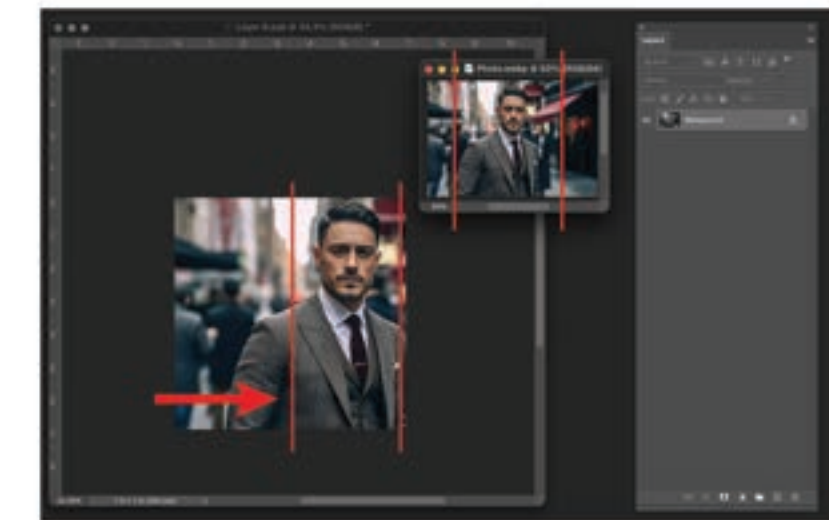
**Step 2:** Double Click the Smart Object Layer



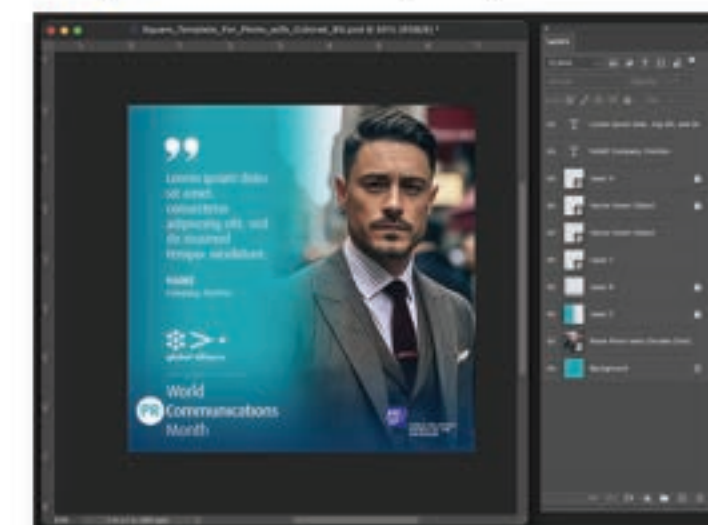
**Step 3:** PSB tab will open



**Step 4:** Drag the Photo ( Pls. make sure to favor on the right side)



**Step 5:** Save the PSB file (ctrl+S)



**Step 6:** Remane and save the final file





World  
Communications  
Month