

# David Dowse

Senior Partner

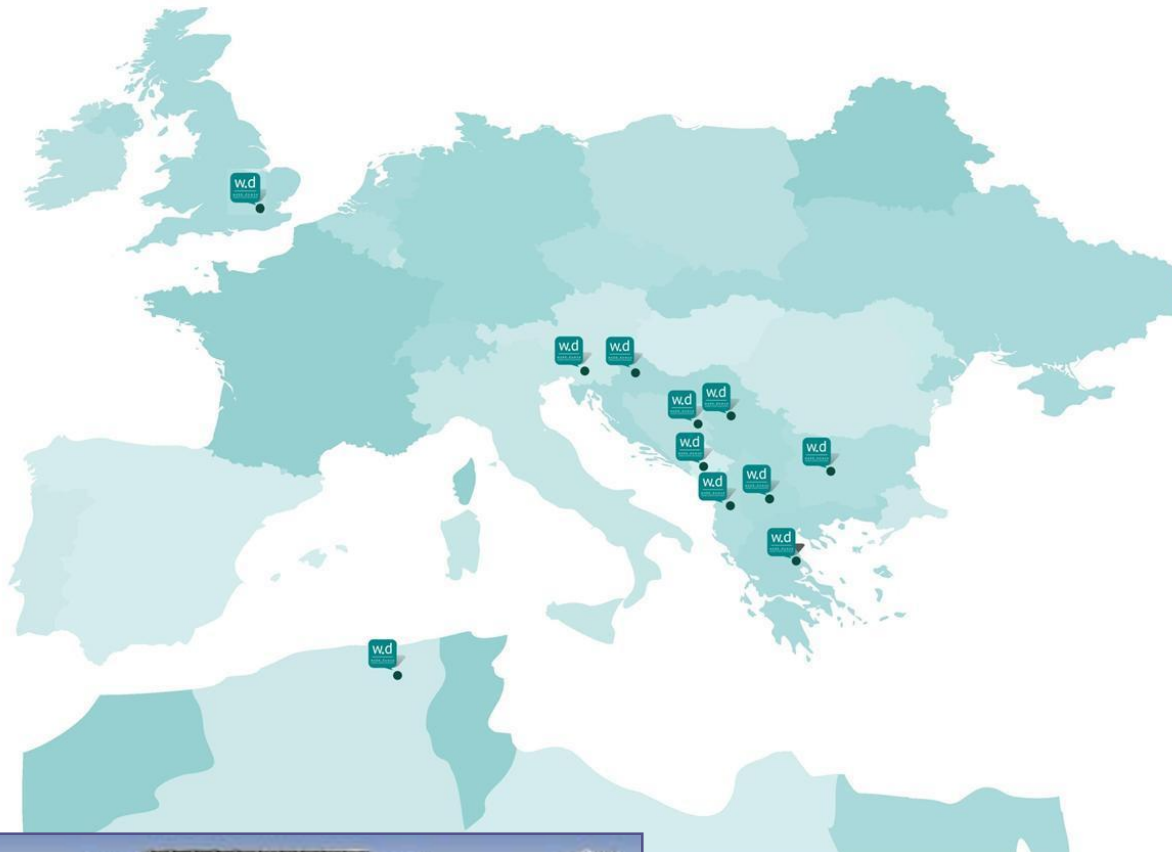
Webb Dowse

Intelligent Corporate Communications

# About me

- A life-time career in Public Relations (so far!)
- Worked in more than 26 countries before coming to Belgrade in 2006
- Regional Director for South East Europe for an international agency for 2 years
- Established Webb Dowse in December 2007

# Where we are



- Our regional network is centrally managed from the HQ in **Belgrade**

# What we do

- Webb Dowse works with major international companies
- Consultancy, advice and practical help with all aspects of communications – media, government, business partners, etc.
- Based in Belgrade, active in all of Ex-Yugoslavia, Bulgaria
- Highly flexible business model, with good IT and communications at its heart



ALPHA BANK



Serbian City Club  
Српски Сити Клуб



# What exactly is Public Relations?

- Planned management of a company or a product's reputation
- The PROCESS of communicating key messages effectively
- So, it's like advertising, right?

# Wrong!

- Advertising is what you PAY other people to say about your company
- PR is what other people say about your company WITHOUT being paid to do so
- Which do you believe more?

# PR is PoweRfull!

- Research shows that a company or product recommendation by a trusted third party (editor, journalist, celebrity...) is up to **8 times stronger** than a similar 'paid for' advertisement
- In PR, our role is to explain and persuade others to say positive things about our clients and their products
- Note: PR success depends on the CREDIBILITY of the medium or individual who is writing or speaking



# Do you trust advertising?



## ... or editorial?

FROM THE  
THE  
THE  
THE  
THE

## HOW AN NFL STAR EMBRACED A NEW CAREER

# IN

today's world of negative press associated with professional athletes, it's interesting to look at former NFL star who has taken his game and made it into a dominant force.

[illegible]

Bellevue continuously working in Illinois and beginning a new career as a *Southwestern* and entrepreneur. Almost spent the

holder of 13 years in the FBI. After graduating from Kentham University in 1983, Hinton was drafted by the American Red Cross to the Falkland Islands.

When DeCuir was still a teen, he moved with his family to the 1940s when he was traded to the Atlanta Braves, where he stayed for two years and then was traded to the Minnesota Vikings, for whom he played in 1965 and 1966.

After a years' battling some problems, Clinton retired from the governing body of the NFL, to spending his days collecting money and playing golf. But Clinton is in the bad luck again. A new election of his life. That's when a third world cricket game has a place of honor that many of us have heard. But the third world cricket game.

"There's about four times as many people, if you go, to watch soccer for work," said one of the clerics.

Indeed, other research (e.g., *Leffel*, 1996a, 1996b) has revealed that making this 'leffel' passage into the pre-reading period is not less successfully implemented than the field in the classroom.

While bonding with the 19th-century artist had the opportunity to represent one great faith and more better ideas, the museum engaged with not only the issue, but the history of slavery, especially those of the French possessions.

Once playing a free-hand game with him, Waters took a liking to the Super-Vision 8 machine that he'd bought back and he began collecting when and where he could afford to do so.

Received: 25 January 2016  
 accepted: 12 February 2016

...and he likes to talk about business and a philosophy that, possibly even more than he does

the women of the game contribute more than any for the NFL, says Harkins. Thanks to health care and girls' football, women are now experts in performance, a lot of a lifetime and a lifetime more.

"Most would fault the perks of being a ball player are pretty good," says Korman. "But, honestly the perks associated with this business are so much better off we have difficulty pay the year-old structure and half the better generation."

From all methods (Shimadzu HPL) tested, showed that the

signed posters hanging on the walls of The White Room.

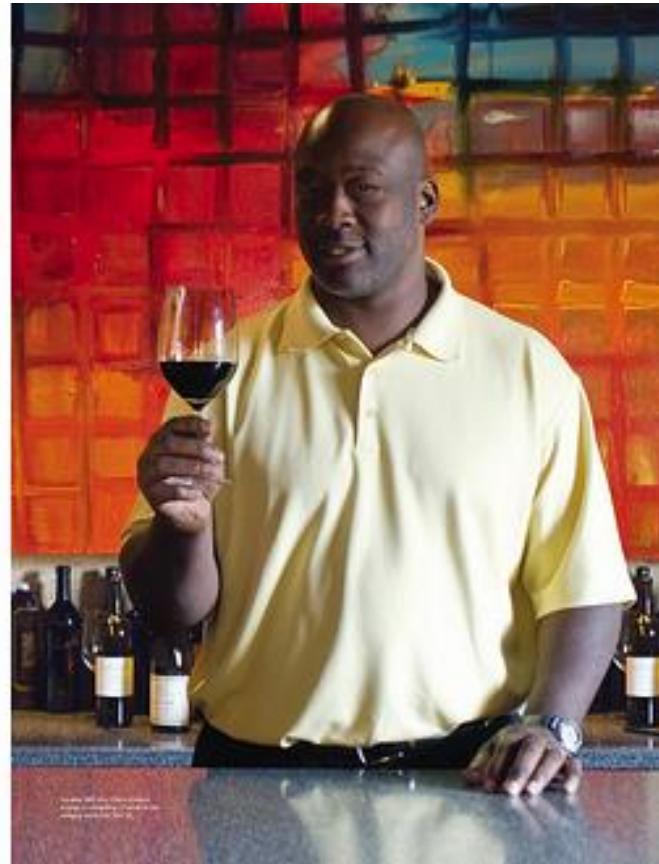
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signed to help bridge the  
gap of The White House.



Of course, the best recommendation..

- ...comes from a friend whose opinion you respect and trust.
- In Public Relations, this is known as 'word of mouth'.
- But where did your friend get their opinion from in the first place...?
- Very little published information or opinion is random or unplanned!

# Communications – the role of technology?



# 1984 - 2014

- Three decades of rapid change
- What changed?
- What is likely to change in future?
- Has anything remained unchanged?





# Going mobile in the 80s...



# Going far?



# Writing a press release 1984 style

- First draft – by hand, with pen
- Typist
- Send to client by post (if urgent, read over telephone)
- Wait for client comments/approval (2-3 days)
- Finalise text, re-type, make 200 photocopies
- Put in 200 envelopes, write addresses
- Take to post office
- Follow up call to the editor 2-3 days later



# On the editor's desk...

Editors of major newspapers and magazines would commonly receive 2-300 press releases every day.

95% of them would go direct to the waste bin.



# Technology starts to change things...



# Get the fax...



# The word-processor revolution

- Amstrad PCW 8256
- RAM 256k
- CPU 4Mhz
- Disc drive: 3" floppy disc, capacity 1.4Mb
- 8 million units sold in UK

# Green screen!

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JOYCE v2.1.7

Disc management. Printer idle. Using none.
C=Create new document E=Edit document P=Print document D=Direct printing F=Fill M=Merge
f1=Actions f2=Disc f3=File f4=Group f5=Document f6=Settings f7=Disc change f8=Options

Drive A: 414k used 292k free 44 files Drive B: empty 0k used 0k free 0 files Drive M: 206k used 1.6M free 16 files
SYSTEM 146k MEMOS 2k group 1 88k LABELS 2k LETTERS 2k INVOICE 4k MANUSCRP 2k MAILSHOT 168k
SYSTEM 190k MEMOS 2k group 1 0k LABELS 2k LETTERS 2k INVOICE 4k MANUSCRP 2k MAILSHOT 4k

A:SYSTEM 13 files 1 limbo files A: group 1 22 files 6 limbo files A:LETTERS 1 files 0 limbo files
D630 .#CP 2k ADDRESS .LST 2k SPELL .TXT 4k
D630 .PRI 4k ADDRESS2.LST 2k TABS .EG 4k
DMP .PRI 4k ALLCH2 .LS2 2k WHEEL .TXT 4k
INSTALL .DRV 6k DISCINFO. 8k
PCW9512 .#SF 2k INQUIRE .EG 2k
PHRASES .STD 2k INTRO .TXT 2k
SETTINGS .STD 2k LETTER .1 2k
6 hidden 124k LETTER .2 2k
LSINFO . 4k
MAIL .TXT 4k
MAIL1 .TXT 4k
MASTER .EG 2k
MSYARE .EG 2k
PCWINFO . 8k
PCWINFO1. 12k
POEM .EG 4k
SECTION1.TXT 6k
SECTION2.TXT 6k
SESSION .24 2k
TEMPLATE .STD 2k
  
```

# And to print....



[www.alf-computers.com](http://www.alf-computers.com)

# The sound of progress

- daisy wheel

# The difference?

- Executive types directly onto screen, then to print
- Fax machine sends to client
- Client makes manual changes, faxes back
- Executive makes changes, prints....
- Then to photocopy, post office, or some, faxed directly to the editor
- Saving: several days, plus one job (typist)



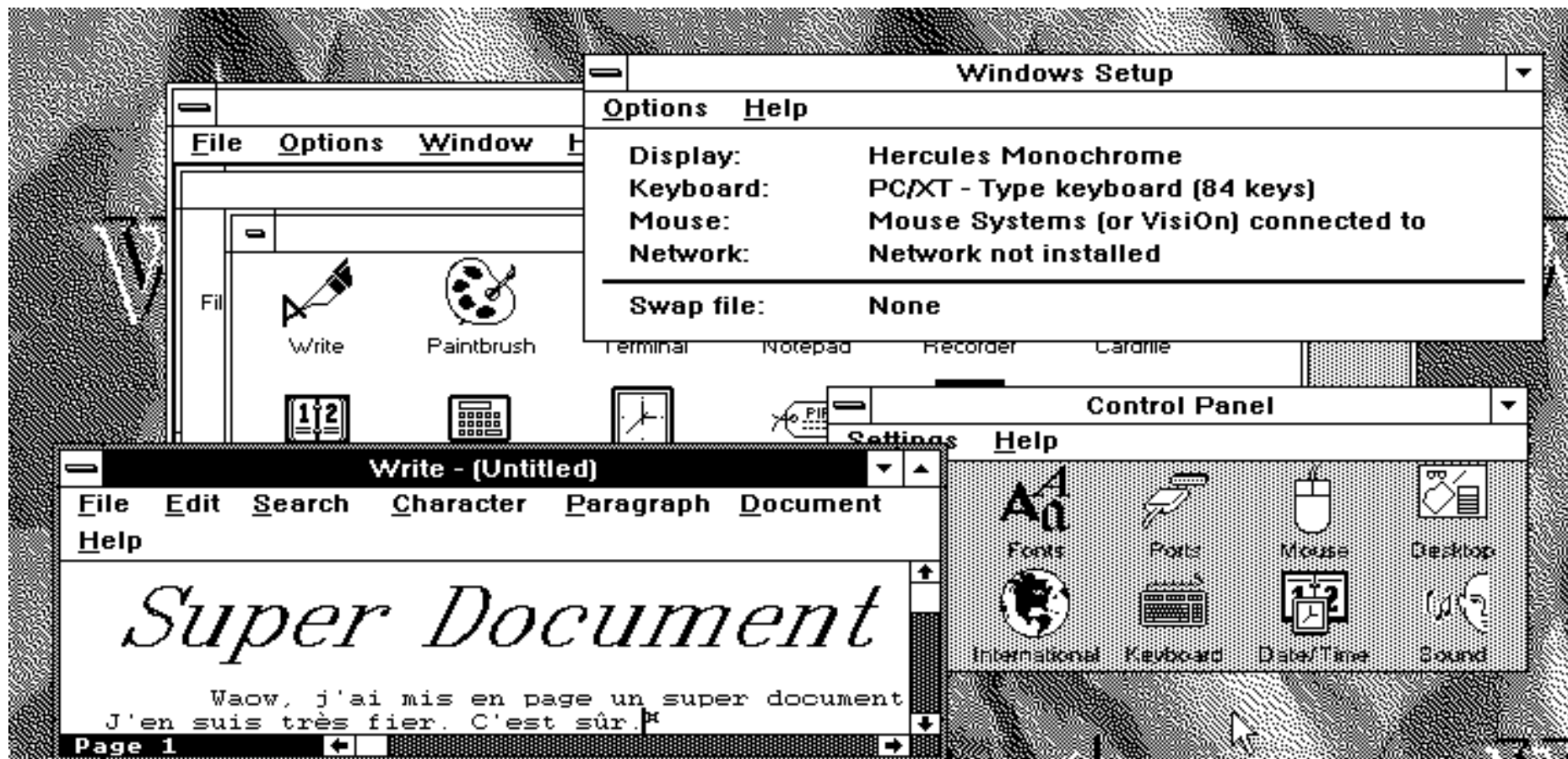
# The prediction...

- In 10 years, there will no longer be paper in any office...
- I am still waiting for that!

## The next step

- Word processor, printer and fax greatly improved speed and efficiency
- But we were still dependent mostly on postal delivery
- What we need was a way to send files directly from the word processor to the client and/or the editor
- We needed EMAIL!

# Windows! 3.0... in black and white



# This changed the world...



# The sound of progress (and frustration...)

- <http://www.youtube.com/watch?v=iHW1ho8L7V8&noredirect=1>

# Early dial-up internet connection

- Max speed 14.4 bps
- Time to download 1mb = 9 minutes
- Only practical for short text emails

# My first 'internet' platform



# Mobile internet





# Email had arrived!

- It was slow
- It was unreliable
- It was frustrating
- And at first, only a few people could use it
- But it had arrived, and nothing would ever be the same in the office again.

# What changed?

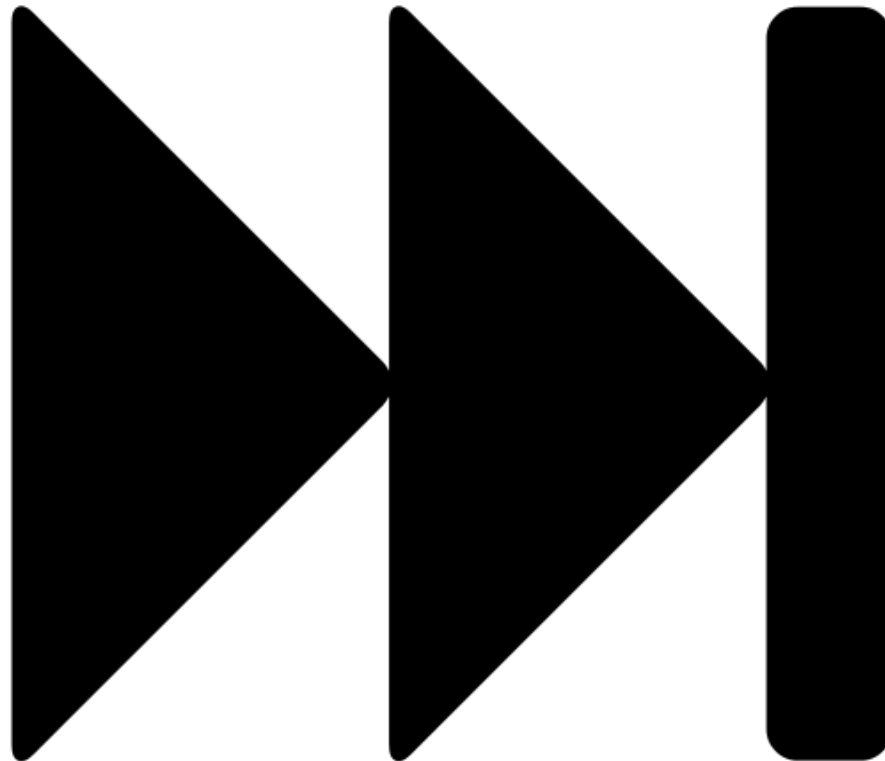
- Much faster exchange of files with clients
- Within a year – direct emails started going to editors
- For editors, this provided a unique opportunity – the era of copy/paste was born!



# How did all this affect the PR industry?

- We could be much faster
- Editors always like 'hot news'
- If our writing was good enough, the editor was likely to simply cut and paste our text without changing it
- We could service more clients in the same time, with fewer people
- More efficient, more profitable

# Fast forward. 2014



# Pause for thought...

- Blackberry 9900
- 32Gb memory
- CPU 1.2 GHz



# The work environment

- Team members located in several countries
- Continuously travelling
- Collaborating on common projects
- Clients based in London, Brussels, etc.
- Home, remote and mobile working all enabled by technology

# Client communications process

- Information exchanged, approved, clarified in minutes, not hours
- Distribution of press release, photographs to hundreds of named individuals at one click
- Rich context and background information – hyperlinks
- Instant desktop research on any subject

# The need for speed...

- Everything has accelerated
- And is continuing to do so
- We used to have days to consider action
- Now we have minutes





# Social media

- Instant publication of anything, by anybody, to everybody in the world
- Instant feedback from other people
- Feedback can be good, bad, or indifferent
- In PR, it is an opportunity and a threat



# We have the power to say anything...

- The question is, do we have anything worth saying?

# The social media 'game-changer'

- All communication is a two-way process
- It's vital to listen before trying to communicate our message
- This means understanding the audience – how they feel, what they think
- Social media provides a unique channel to do that
- And also gives us a powerful tool to make instant corrections and updates

# The threat

- Public relations practice is based on controlling key messages
- It is extremely difficult (impossible) to control messages on social media
- A story (good or bad) can develop on a global scale within minutes
- Most companies are not prepared for reacting at such a speed
- This may be one of the biggest challenges for the next generation of PR professionals

# What next?

Become a student of change. It is the only thing that will remain constant.

(Anthony J. D'Angelo)

# We can probably expect...

- The end of most printed newspapers and magazines
- The end of the traditional TV platform
- Increasingly short attention spans – more images, video, fewer words, multi-tasking with media
- The end of FaceBook is already being discussed by some experts
- Everybody is a journalist and photographer
- Will governments find a way to control Twitter and other social media content?

# What didn't change?

- Through all of the dramatic technological changes, some basic principle of good Public Relations practice remain as valid today as they were in 1984
- We should always remember that technology is simply a very powerful tool for listening and delivering
- People still react on a personal, human level to what they see and hear

# The golden rules of PR practice

- Understand your audience! Who are they? What is important to them? How do they think and feel?
- Understand the media. What are the best channels to reach your audience? What does the media want and expect from you?
- Formulate simple, clear and consistent messages
- Repeat them every way you can!
- Remember – actions ALWAYS speak louder than words



# The career opportunity

- Understand technology and the vital role it plays in business communications
- Understand the fundamentals of good Public Relations
- $1+1 = 5!$

# I wish you all an exciting and prosperous future!

Thank you for listening.

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