



Robotics Education & Competition Foundation

Public Relations and Communications
Event Partner Summit

July 2014



Public Relations: Why is it important to you, your team or program?

- Builds public understanding and trust
- Engages your audience – administrators, parents, fellow teachers, potential funders, etc.
- Helps reporters find information they need to write stories about the good you are doing
- Recognizes sponsor support
- Bottom Line – Get the word out about you, your team(s), your organization to gain a strong community of supporters and influencers.

Communication Vehicles

- Public Relations
 - Traditionally via TV, radio, print, and online media
- Social Media
 - Online communities and networks, such as Facebook, Twitter, Flickr and YouTube, where individuals share, co-create and discuss user content
 - Low-cost, but requires time and planning

Public Relations Resources

- Press releases
 - To help grow event registration
 - Pre-event/Post-event awareness
- Media Alerts
 - Intended for broadcast media
 - Who, what, when, where, why
 - Include interview / Photo Opportunities
- Build your brand, visibility, and reach
- Great fundraising vehicle too!

Tools in Your Toolbox!

- Public Relations Planning for Your Event – “How To Guide”
- Media Alert Template
- Press Release Templates
- Program Book Template
- Social Media
 - Twitter & FaceBook

Social Media Resources

- Twitter
 - Share short news items, photos, videos, etc.
 - 140 characters or less
 - Use Hashtags: #VEXsummer, #VEXbot, #VEXWorlds, #robotics, #omgrobots
 - @REC_Foundation & @VEXRobotics
- Facebook
 - Share lengthier news items, engage your followers
 - www.facebook.com/RECFoundation
 - www.facebook.com/VEXRobotics
- YouTube
 - Create a community to share video clips
 - www.youtube.com/vexroboticstv
 - <http://www.youtube.com/recfoundation>
- Flickr
 - Post / Download hi-res images of your teams, their robots, share the resource with media
 - <http://www.flickr.com/photos/vexrobotics>

Next steps...

- Locate the PR resources on the REC Foundation website and download them for future use
- Follow us on Twitter
- “Like” our Facebook page
- Engage your teams, schools, museums, partners, etc.
- Share news items you secure with your regional manager

Questions or suggestions?

Thank you!