



Association of
Career **Professionals**
INTERNATIONAL

The World's Voice on Career Issues

Member Value Announcement - #4

To: ACP International Members
From: Mark Venning, President and Annette Summers, Executive Director
Date: March 3, 2005

2005 Proactive Public Relations

We are pleased to present you with a brief draft of **ACP International Public Relations Focus for 2005**. In the pages that follow, you will see a very detailed outline for 4 themes for our upcoming year. To support our brand statement "**the world's voice on career issues**" we will be taking a proactive approach to messaging as we develop specific topics within the four themes. We intend to make sure we are consistent and thus more remembered by being more focused.

One of our key goals is to expand our reach internationally over the next 2 years and we will be working more closely with our contacts in various countries to develop targeted lists for publication.

The ACP International Team and our PR firm, **Association Vision** are next going to approach expert members in collaboration with our chapter and country presidents (and key individuals in other regions where there are no chapters) to contribute quotes and materials for these topics.

If you have a particular interest that is in synergy with the themes we are presenting, please email Annette Summers als@acpinternational.org with a One Page synopsis of your particular subject matter expertise and include information on a study, report or book on a subject you have produced. From there we will be creating a PR Activation list so we can instantly respond to requests from media. More details on that process later.

Our investment in PR at the International level has had some wonderful early results work through at the local level and some Chapters have developed a Communications & PR culture that has helped raise the profile of the association and individual members.

We believe this focused Public Relations plan will be instrumental for advancing our PR initiative in 2005 as we "**educate and advocate**" for career professionals. Included in this document, you will read the results from our 2004 Public Relations initiative.



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PR Strategy 2005

“World’s Voice Career Issues”

“Issues” linked in PR messages to key Education / Advocacy Points:

Value & Ethics in Career Services

Globalization of Work

The Tension of Retention

Employee to Entrepreneur

Association’s key descriptors to be issued with all articles and press releases:

- **ACP International is a global organization with members in over 30 countries who provide life-long career related services.**
- **Career Professionals help individuals and organizations assess and leverage skills and talents to achieve success.**
- **ACP International offers training and access to professional certification. Our members are bound by a defined set of ethical standards.**

At all times we will only write or say “ACP International”. No abbreviations (such as ACPI) will ever be used in our communications.

A list of specific dates for the strategic release of topic articles and media alerts is available at the ACP International office and will be announced quarterly through the E- Newsletter “Career Voice International”.



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2004 Public Relations Results

Association Vision is pleased to provide this report on public relations work completed for ACP International during 2004. Our work includes the following:

General Media Public Relations

Press Releases

We produced several press releases tied to trends in the industry and input from ACP International members on key issues facing the profession. Because ACP International members are always willing to provide input on these issues, we were able to poll the membership for comments and craft these into releases. These are distributed to approximately 1,200 career/business reporters in the **United States, Canada, United Kingdom, The Netherlands, New Zealand, Australia, and South Africa.**

Publications include general interest newspapers and magazines focused on business and employment issues. Association Vision uses a comprehensive media tracking service that identifies placement of these articles in North American media. We do not currently have tracking capability for international media but work is under way to develop lists with Country representatives of ACP International. Press releases include:

- "Ten Tips to Keep Your Job" – April 2004
- "Ten Tips to Hiring Career Professionals" – April 2004
- "Matching "Intangible" Values of Employers Critical for Workplace Success" – June 2004
- "Retirement Now a Beginning, Not an End" – August 2004
- "Career Professionals Not Surprised More Than Half of Americans Are Unhappy in Their Jobs" – October 2003
- "Leadership Coaching: A Key to Workplace ROI" – November 2004

In June 2004, we also wrote and distributed press releases about the election of new ACP International officers. An overall release was sent to all reporters, and targeted releases about the election of each officer was sent to media in their home cities.

Press Placements

We achieved limited results in placing these articles in the general media, despite the wide distribution. Placements include:

- The "Retirement" article appeared on www.onrec.com, an online magazine for recruitment and HR professionals, in September 2004.
- An excerpt from the "Retirement" article appeared in *Executive Update*, a magazine for association professionals published by The Center for Association Leadership and distributed primarily in the Washington, DC area.
- The "Leadership Coaching" article appeared on HR Hub.com, an online Web site for HR professionals, in November 2004.
- The "Leadership Coaching" article appeared in *The Pathfinder*, a magazine published in the United Kingdom, in December 2004.

Crisis Response – Several press reports in 2004 were damaging to career professionals. These articles, appearing in the Chicago and Toronto markets, as well as on certain Web sites, criticized the business practices of certain individuals affiliated with Bernard Haldane, a well-known career counseling firm.

We have provided crisis communications support, counseling ACP International on response strategies and writing letters to the editor providing ACP International responses. One of these letters, sent to the Chicago Tribune, offered "Ten Tips for Hiring Career Professionals," distilled from input provided by ACP International members. A similar letter was sent to Crain's Chicago Business. We do not know if these letters were published. In August 2004, we produced another article in response to negative publicity in Toronto.

Human Resources and Trade Press Public Relations

The Human Resources profession is an important target audience for our public relations program. Some of the articles prepared for the general media noted in the previous section appeared in HR-oriented media.

In early 2004 we completed five articles, bylined by ACP International members, which have been placed in HR industry media. These include:

- Tailoring Outplacement to Fit Your Employees – and Your Budget – by Teresa Daly
- Reinventing Retirement – by Mark Venning
- Fitting Emotional Intelligence into Leadership Coaching – by Penny Chester
- How Employers Can Get the Most From Career Professionals – by Annabelle Reitman
- Career Professionals Offer More than Outplacement – by Taunee Besson

Four of these articles (all except "Career Professionals Offer More than Outplacement" appeared online in HR.com during June and July, and remain available on the Web site today. These placements were achieved after extensive follow-up and pitching with HR.com.

The article on "Emotional Intelligence" by Penny Chester also appeared in the August issue of *Human Resources*, a magazine published in New Zealand.

In addition to the above plans for 2005, ACP International will launch it's first ever Radio Program. Here are the details on this program:

Radio Program

This radio program has already been finalized for 2005 and will include six half-hour broadcasts on WMET-AM 1160 in the Washington, DC market, **supplemented by continuous online hyperlink of the program on the ACP International Web site**. Show dates are as follows:

- February 20, 2005
- April 17, 2005
- June 19, 2005
- August 21, 2005
- October 16, 2005
- December 18, 2005

Marshall Brown, a past president of the ACP International Washington, DC Chapter, will host the program. The initial guest for the February 20 program was ACP International President Mark Venning, who spoke with Marshall on the "Employee to Entrepreneur" topic.

Content delivered by ACP International experts on this program will provide information to use in developing articles on these topics. Subsequent distribution of the articles can also include links back to the online radio program content. ACP International can also promote this program and its content to members worldwide through e-mail communications that provide convenient links back to the program on the ACP International Web site. This provides both added value to members and increases traffic to the Web site.