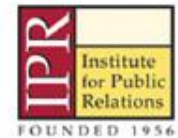




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8-10 June 2011, Lisbon
3rd European Summit on Measurement

Public Relations ROI: Definitions, Language & Change

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The Challenge & Opportunity

- Public relations ROI is a key issue for clients and agencies, as it determines investment levels and priorities
- ROI is used very loosely as a term within PR, often referring to “results” or other returns that haven’t been quantified
- Non-financial returns are understood by most PR pros, but PR’s impact on financial returns are less understood
- PR regularly invests in media and output measurement, but doesn’t invest enough in outcomes measurement
- ROI methods are actively discussed in PR measurement circles, but not by the mainstream PR community



CPRF Measurement Committee POV

ROI = ROI

“Results” ≠ ROI

227 Stories ≠ ROI

400K Fans ≠ ROI

ROI = Money In, Money Out

Value of PR > ROI

Value of PR = Tangible + Intangible

Value of PR = Near-Term + Lasting



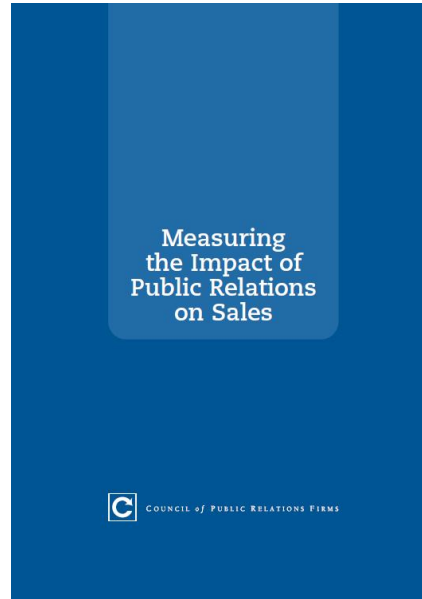
CPRF ROI Workgroup Plans

- Q2'11: Outline a clear definition, POV and set of methods for ROI evaluation that can be used across the PR industry
- Q3'11: Partner with IPR, AMEC, PRSA, CIPR and others to publish and promote definitive guide to public relations ROI
 - Guide to include definitions and principles, best practices and case studies, sample methodologies, bibliography with links
 - Leverage existing venues: AMEC European Measurement Summit (Lisbon, Jun'11); IPR/PRSA 9th Annual Measurement Summit (Philadelphia, Sept'11); CPRF Critical Issues Forum (NYC, Oct'11)
- Q3'11: Partner with business school leaders as contributors to the process, and pursue published pieces in HBR, etc.
- Q4'11: Create “ready to use” training materials for agencies
 - Package content into a webinar, PowerPoint deck and podcast/video tutorials for PR practitioners at all levels
 - Make the materials “mobile and social” – accessibility is key



Prior Works from CPRF

- “Measuring the Impact of Public Relations on Sales,” published in 2005 (available at prfirms.org)
- “Demonstrating the Value of Public Relations,” published in 2003 (not available in PDF)



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