



TRU RELATIONS

AN AGENCY DEDICATED TO ITS AUTHENTIC
RELATIONS WITH THEIR CLIENTS

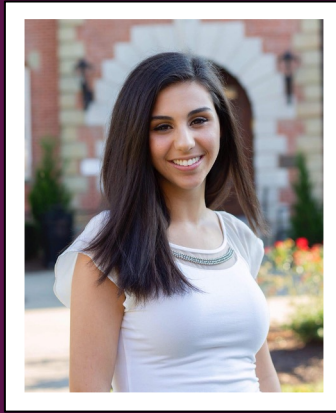
Agenda

- ❖ Meet the Team
- ❖ Your Ask
- ❖ Situation Analysis
 - Reach, Awareness & Audience
- ❖ PR Strategy
 - Goals, Objectives, Strategic Framework
 - Social Media- Tactical Approach
 - Grassroot- Tactical Approach
- ❖ How do we measure success?
- ❖ Timeline & Budget
- ❖ COVID-19

Meet the Team



Brandon Thomas
Professional Mentor



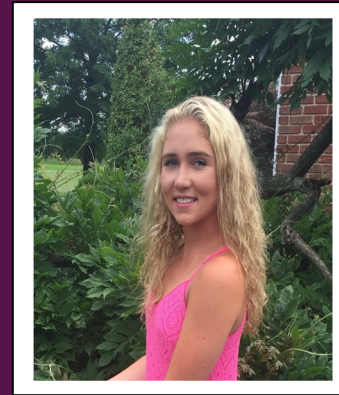
Nicole Andino
Account Executive



Haley Miller
Strategic Planner



Peyton Azar
Creative Director



Sarah Warner
Creative Director

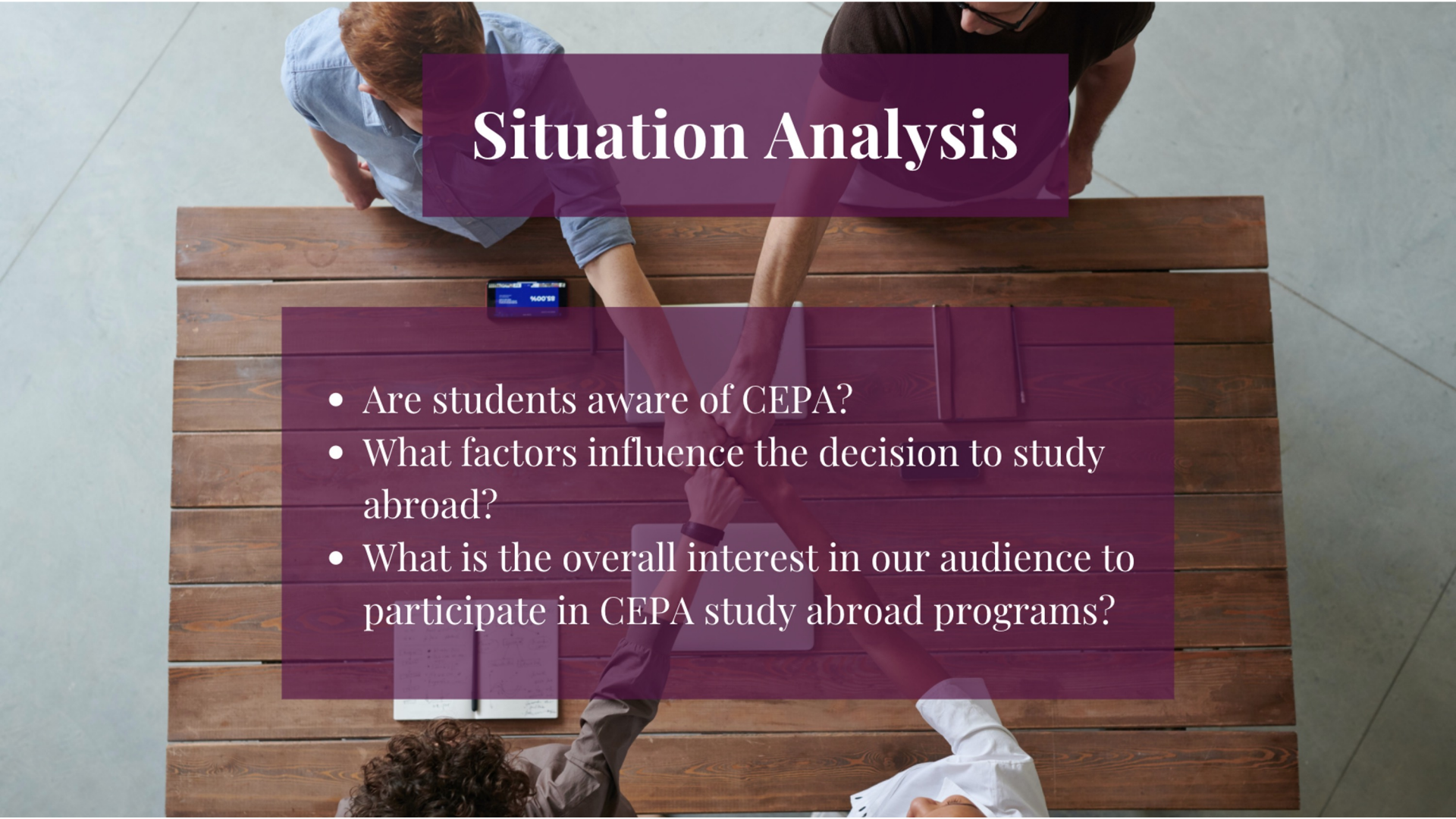


Lindsey Beane
Creative Director

The Ask:

**Develop a strategy that increases
the utilization of CEPA as a
study abroad option**



An overhead photograph of four individuals (two men and two women) gathered around a dark wooden table. They are leaning in, with their hands touching in the center, suggesting a collaborative meeting or brainstorming session. On the table, there is a smartphone displaying a blue screen, a purple folder, and a white notepad with a pen. A large, semi-transparent purple rectangle is superimposed over the center of the image, containing the title and a list of bullet points.

Situation Analysis

- Are students aware of CEPA?
- What factors influence the decision to study abroad?
- What is the overall interest in our audience to participate in CEPA study abroad programs?

Findings



A low awareness of
study abroad
programs



Main sources students
are receiving
information about
studying abroad



A high interest in
learning about the
programs



Main factors that
impact students when
making the decision to
study abroad

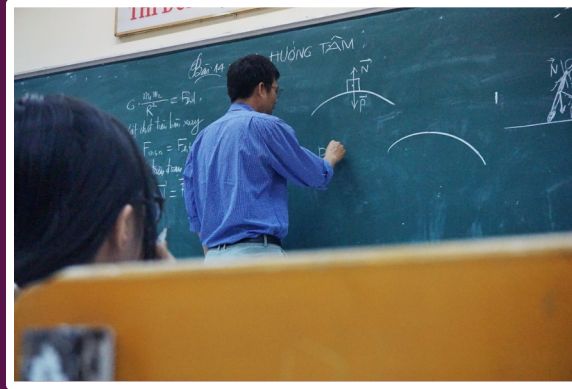
Target Audience

Parents/Guardians



External

Advisors & Professors



Internal

Undergraduate Students



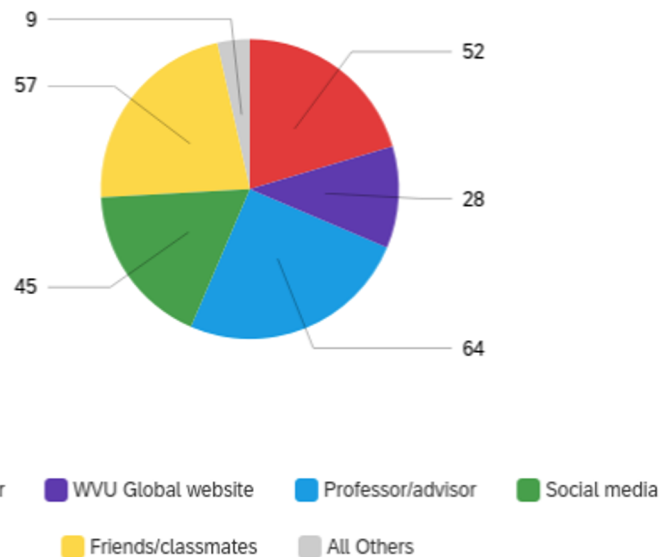
Internal



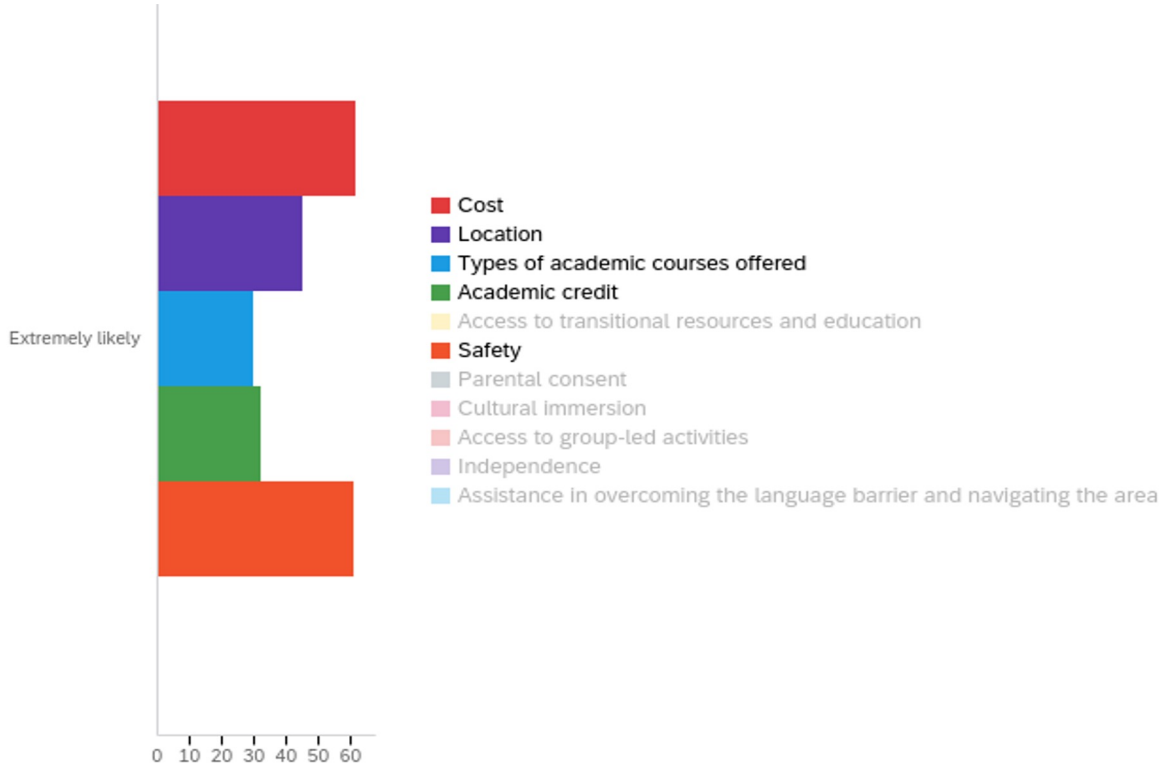
Reach

The three main sources students are receiving information about studying abroad from:

- **Advisors & Professors**
- **Friends & Classmates**
- **Study Abroad Fairs**



Interest & Awareness



58% rated their desire to study abroad as a 5 or higher

63% rated their current awareness of study abroad programs below a 5

6% were familiar with CEPA



OUR PR APPROACH



Goal

Increase awareness and understanding of CEPA among college students by improving communication and marketing

Objectives

- Increase social media engagement by 10%
- Increase program attendance by 30%
- Increase the amount of CEPA tabling events on campus by 3





Strategic Framework

Navigate Your CEPA

Navigating our audiences about the energizing features of CEPA's programs through:

Experience

- Adventure
- Story
- Journey

Education

- Transformative power
- Unique Learning Environment
- Life & independence

Growth

- Future
- Professional development
- Career goals
- Networking





Navigate Your **CEPA**



Navigate Your Experience.

Navigate Your Education.

Navigate Your Growth.



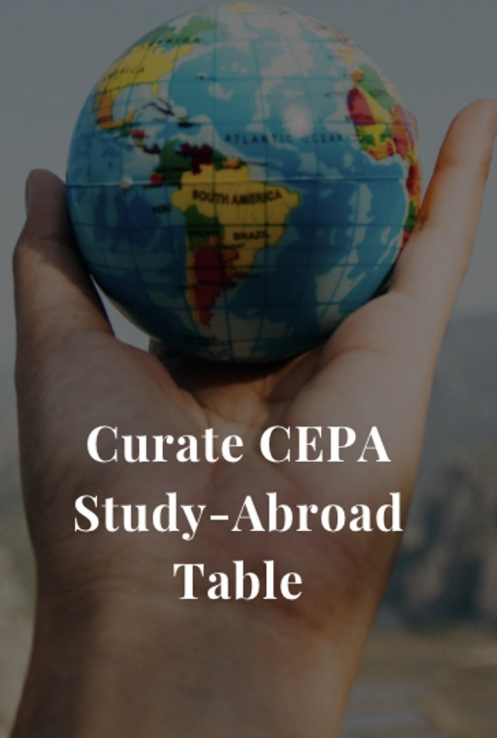
Navigate Your CEPA

#NavigateYourCEPA

Navigate Your Experience



**Interactive
social media**



**Curate CEPA
Study-Abroad
Table**

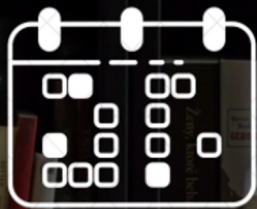


**Utilize CEPA
Youtube Channel**

Navigate Your Education



**Curate CEPA
study-abroad table**



**Increase
Accountability of
Ambassadors**



**Utilize CEPA
Youtube Channel**

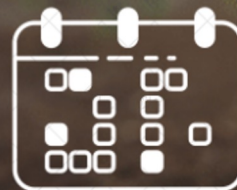
Navigate Your Growth



**Utilize CEPA
Youtube
Channel**

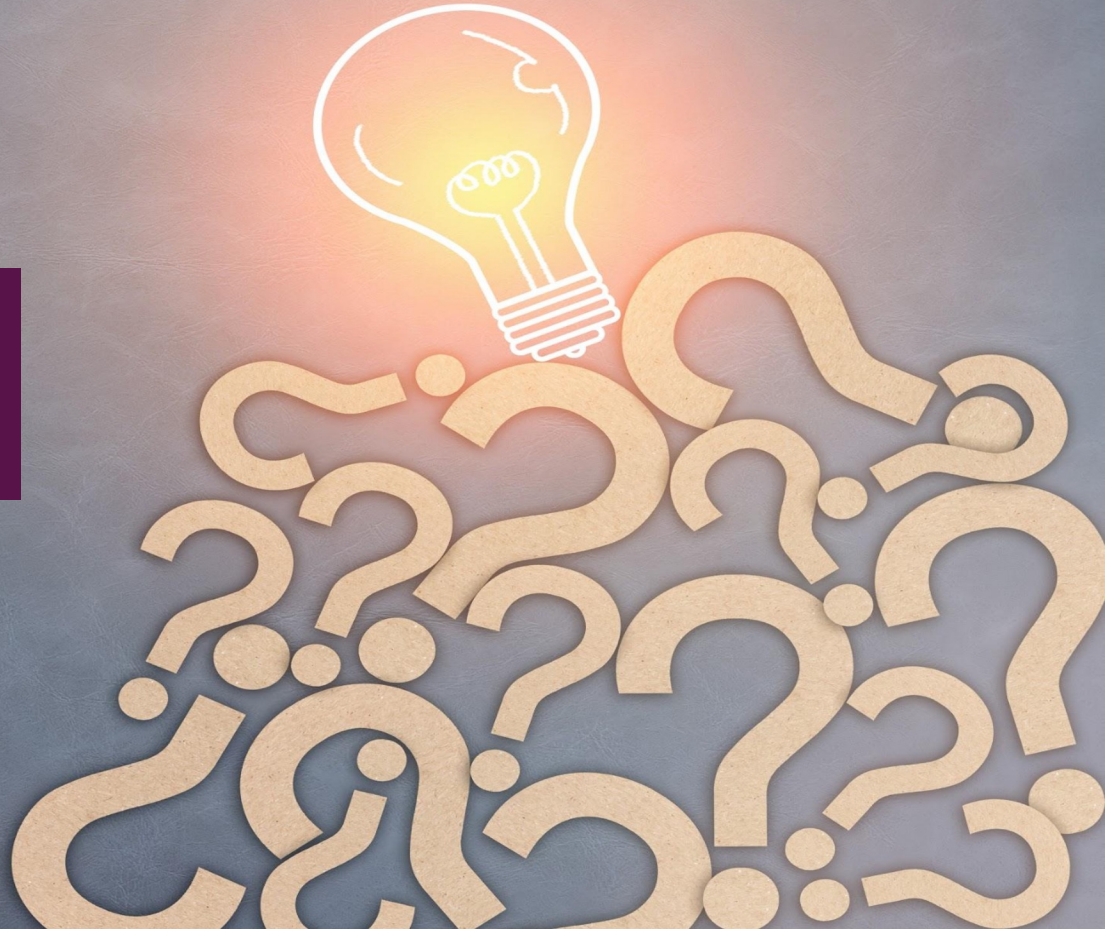


**Increase student
ambassador
engagement**



**Increase
Accountability of
Ambassadors**

How?



Interactive Socials

- Live takeovers
 - Q&A's, Trip Highlights
- Create Social Media Theme
 - Every 2 posts generate a quote to promote
 - Blog, excursion, etc.
- Include Tags & HashTags
 - When posting on personal platforms





Increase Engagement for Ambassadors

Increase engagement on personal accounts

- a. Bios
- b. Story Highlight
- c. Tagging CEPA

Increase in content + materials for student connections

- a. Curate Flier
- b. Increase in Class Presentations



Bonjour!

Semester
in Strasbourg



September 2020

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	04
				In Class Presentation In B&E		05
06	07	08	09	10	11	12
	Blog Post		Instagram Swipe Up Story to blog	Snapchat Swipe Up Story to blog	Tweet Link to Blog Post	
13	14	15	16	17	18	19
	In Class Presentation In Political Science 101			Throwback Thursday Instagram Post	Facebook Post Promoting Q&A Event	
20	21	22	23	24	25	26
	Instagram Story promoting Q&A event	Snapchat Story Promoting Q&A Event	Tweet Promoting Q&A Event	Instagram Live Q&A event		
27	28	29	30			
	Tweet #TalksTuesday Open dialogue Q&A					

Increase Accountability of Ambassadors

Enforce No Proof/No Pay Policy

1. Picture of Materials when it arrives
2. Event Setup
3. Post-Event Evaluation

Can be implemented for tabling events, social media posts, classroom presentations & more.

Utilize CEPA Youtube Channel

Highlight Student's:

Experiences

- Excursions

Education

- Why should you become an ambassador?

Growth

- Student Takeover:
A day in the life

Easy as 1, 2, 3!

All you need:

1. Phone Camera
2. Free iMovie for Mac
3. Record shots horizontally



Curate CEPA Study Abroad Table

- Table Cloth
- Highlight Handouts
- Raffle Basket
- Email Marketing



PopSockets



Cellphone Sticky Wallets



Water Bottles



Reading Material for Prospective Students



Navigate Europe Your Own Way

Study in Heidelberg, Germany, a city known for its rich culture, elite education, and the home of several global headquarters.



Enhance your study abroad experience with out of the classroom excursions and professional development opportunities that will lead to growth within yourself, your career, and how you see the world.



"Studying abroad in Heidelberg has easily been the best decision of my life, both personally and academically. Living at the ESC gave me the perfect blend of safety, academic focus, and cultural immersion. I highly recommend coming."
-Shilan Shah

@cepastudyabroad www.studyabroad-germany.eu

@CEPAStudyAbroad European Study Center in Heidelberg

CEPA is a family run organization that is eager to welcome you with open arms into their community and household.



Live here, at the Château de Pourtales

Navigate Europe Your Own Way

Study in Strasbourg, France to experience top-level education, at French schools renowned for business and European studies.



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"I would travel to 10 other countries. In four months I would learn so much about myself, others, and the world."
- Elizabeth Crawford, WVU senior

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Measuring Success



Measure online
traffic &
demographics



Monitor the use of
the brand hashtag



Look at the numbers-
are goals being met?

A background image featuring a dark surface covered with numerous US coins, including quarters and pennies. A clear glass, partially filled with coins, is tilted on the right side of the frame.

Budget

Item	Quantity	Estimated Cost
Pens	500	\$208
Phone Wallets	150	\$416
Popsockets	50	\$671
Water Bottles	50	\$312
Tablecloths	2	\$329
Total		\$1,936

Let's Talk Corona

Connection is Key



WHY TRU RELATIONS



Thank you!

