

SUMMIT ON THE FUTURE OF MEASUREMENT 2004

Durham, NH, USA

evaluamus

Dr. Besson Evaluationsberatung

Panel 5: **The International Future**

Thursday September 23, 2004

2:35 p.m. to 3:50 p.m.

FUTURE OF PR-MEASUREMENT: A New Approach and a Vision

Dr. Nanette Besson

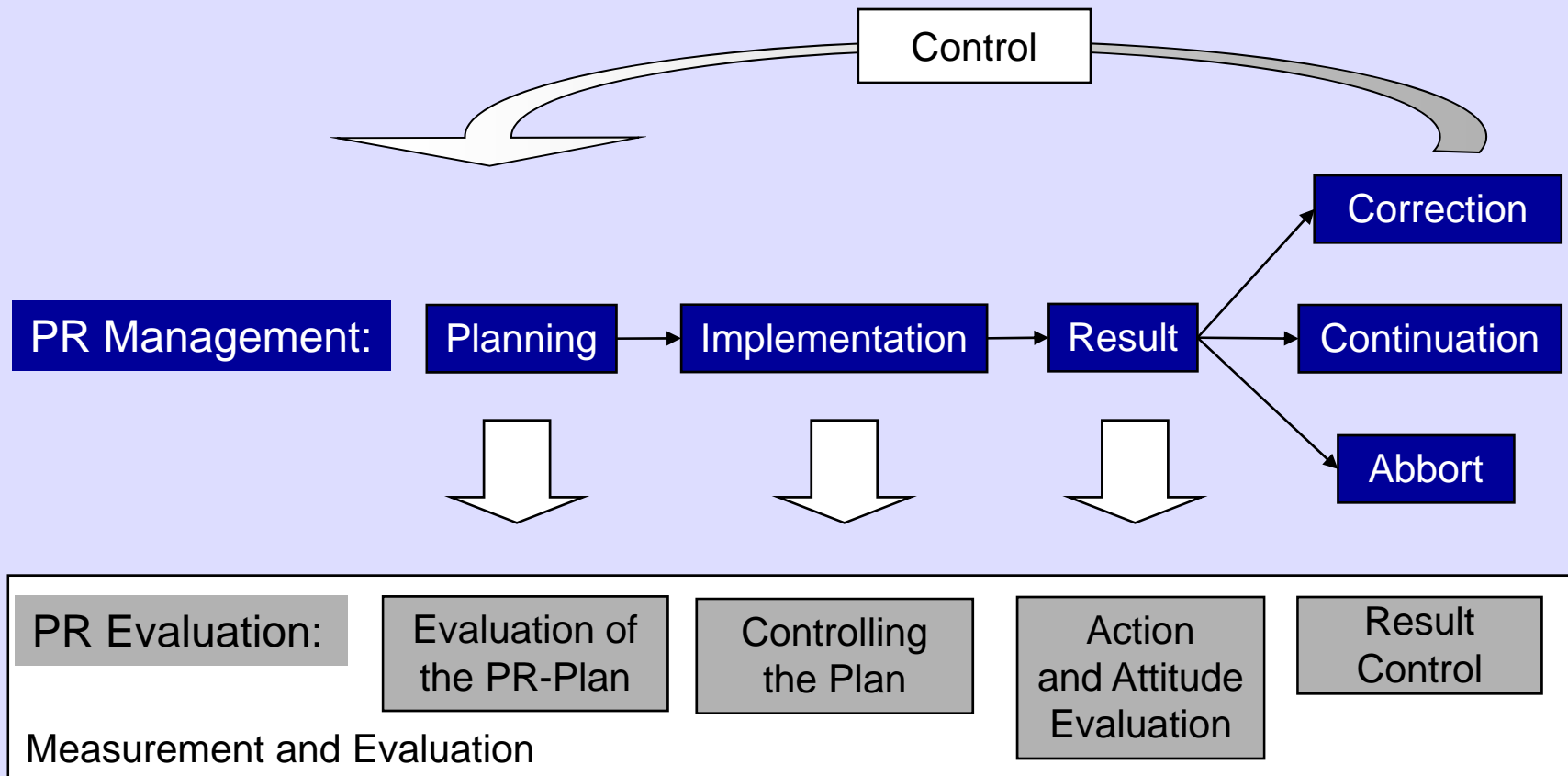
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„Strategic PR-Evaluation“

„Strategic PR-Evaluation is the planned, focussed and continuous measurement and evaluation of the PR process.“ Besson 2004.

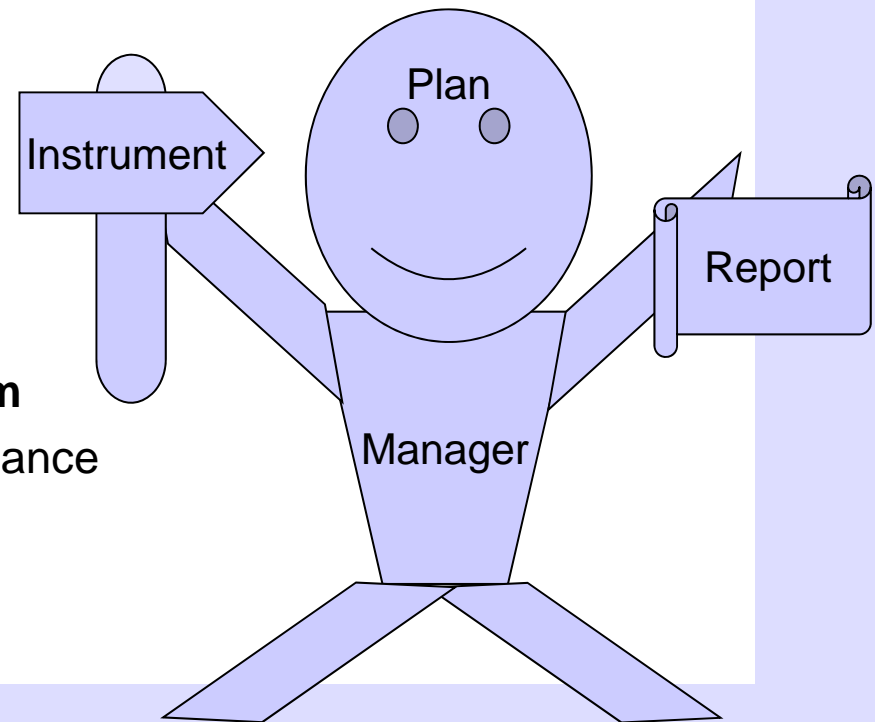


The Project „Strategic PR-Evaluation“

PR-Evaluation itself is organized as a strategic project, requiring evaluation objectives and organizational framework.

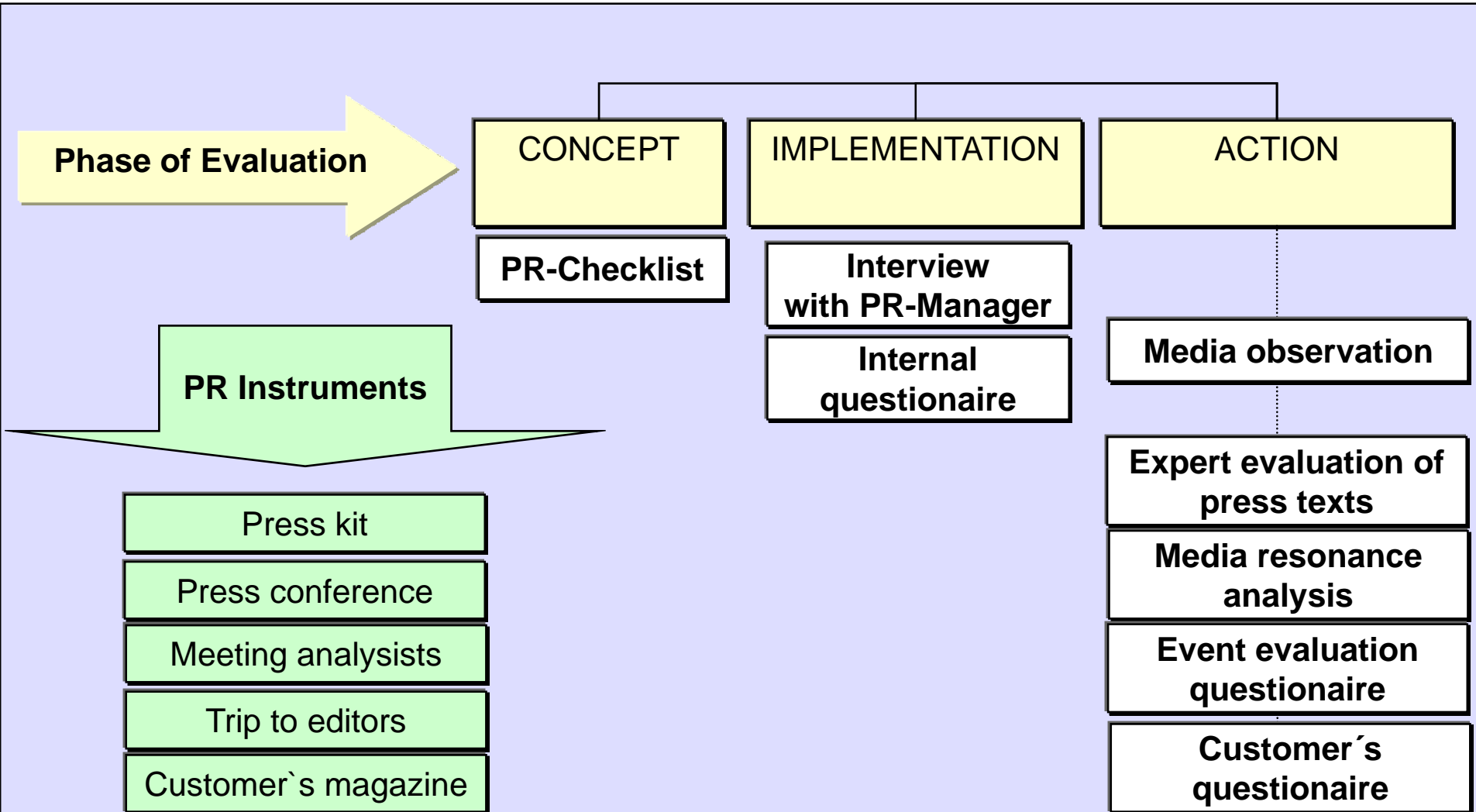
Elements of the Project:

- ➔ **Manager: Evaluation manager**
Independent specialist with expertise
- ➔ **Plan: Strategic PR-Evaluation Concept**
Sets evaluation objectives and design
- ➔ **Instrument: Balanced Evaluation System**
Monitors and controls your PR-Performance
- ➔ **Report: PR-Evaluation Report**
Documents PR-Evaluation project

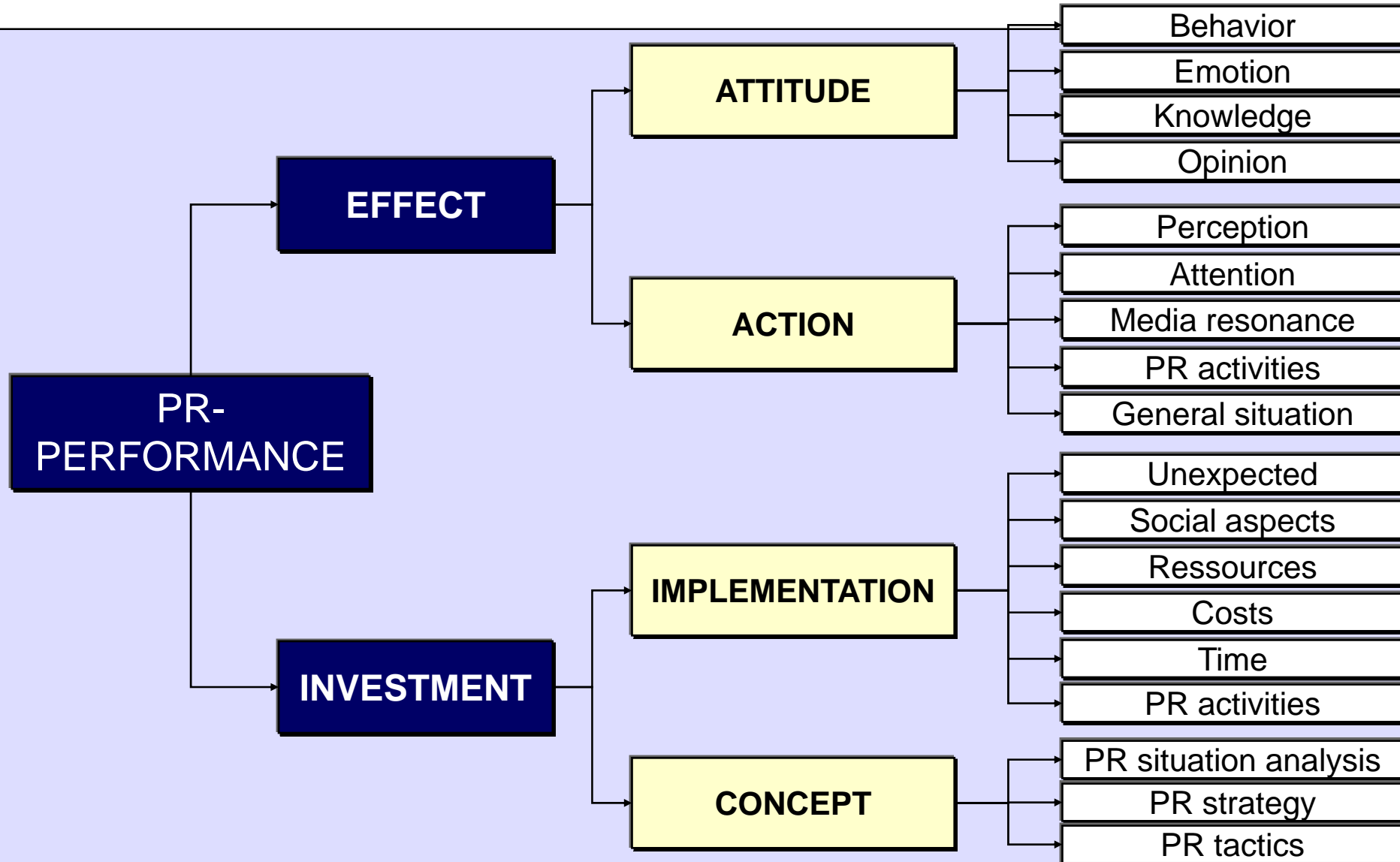


PR-Evaluation Concept: the Project Plan

(example)



Balanced Evaluation System for PR-Performance

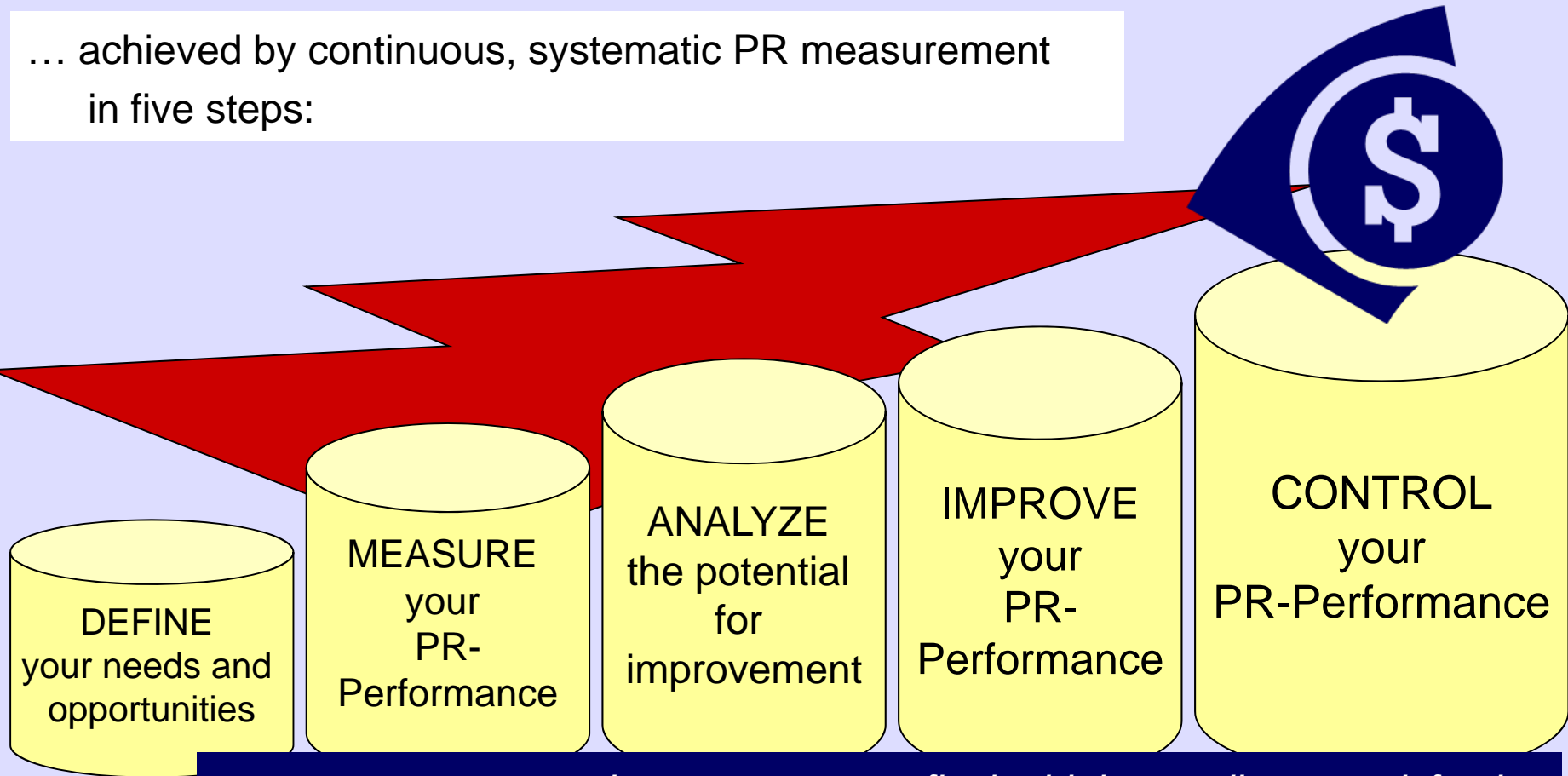


Example: Monthly PR-Performance Analysis

Conclusion			Main Indicator			General Indicator		
Title	Result	Comment	Title	Result	Comment	Title	Result	Comment
PR-Performance	91%	Setting of objectives, detailed planning of instruments, five critical remarks from journalists, Top topic: Restructuring of company; Top product: "Shoop", 15% say "dealer too far away"	Effect	99%	Top topic: Restructuring of company; Top product: "Shoop"; 15% say "dealer too far away"	Attitude	103%	15% say "dealer too far away"
						Action	97%	Top topic: Restructuring of company; Top product: "Shoop"
						External influence	1	low
			Investition	91%	Setting of objectives, detailed planning of instruments, five critical remarks from journalists	Implementation	101%	five critical remarks from journalists
						Concept	81%	Setting of objectives, detailed planning of instruments

THE VISION: PR-PERFECTION

... achieved by continuous, systematic PR measurement
in five steps:



*Increase your profits by higher audience satisfaction
thru defect-free communication processes!*