

Make the Most of Local Expertise

Before you start making more work for yourself, it's important to check what resources you have at your disposal.

So, here's a quick set of questions that will help you focus your efforts in the right direction.

1. Are you part of a wider pub group? Then ask your area manager about centralised PR support for your pub they may have an in-house PR department or retain an agency for this purpose – they should offer most of the assistance you need, but to make sure you're getting the most out of them, do read the rest of this guide.
2. Are you a freeholder or untied lessee? In which case have you got a regular who's in PR? Is one of your locals a journalist? Or can you identify a copywriter at the bar?
3. Do you have a member of staff with good writing skills? This doesn't mean the in-house lyricist, someone who writes strong business letters or emails, with correct grammar and spelling, is far more useful than your Poet Laureate staffer.
4. Are you taking this on yourself? If so, have you budgeted for the time it takes to write a release, organise photography & contact the media? It takes longer than you might think!

Once you have your support network or plan in place, you can move onto the business of identifying opportunities to PR your establishment and how best to do so.