

How COVID19 Has Changed B2B PR & Media Relations

COVID-19 has certainly changed the way business-to-business (B2B) public relations and media relations is now conducted.

We went from connecting and catching up with our media friends in person over coffee or lunch to trying to catching up with them via phone calls and emails from our work-from-home offices, in between monitoring our kids' home-based virtual learning.



We went from conducting media interviews in person around a conference table at their office or corporate headquarters to conducting these interviews in written form via email or via phone and video conference.

We went from pitching and coordinating on-site, face-to-face interviews and media meetings at key industry conferences, shows and events to attending these conferences, shows and industry events virtually with very limited (and somewhat unfulfilling) online media interaction.

But even still, one thing has remained consistent for public relations professionals ... we know that our media relationships will beat out our news releases ... every single time.

As PR professionals, our relationships with key media – whether it be with reporters for newspapers, magazines, radio, television, online or wire services – is what drives our day-to-day, year-to-year public relations successes.

So, how can we as business-to-business, public relations practitioners continue to foster these incredibly valuable relationships with our media friends ... or even build new media relationships when face-to-face contact isn't even possible for the foreseeable future?

Read the full article here: <https://bit.ly/3IPzrfo>

The Niche Knows: Five Key Benefits to Working with a B2B PR Agency



Business-to-business (B2B) companies – those that sell to other businesses rather than to consumers – make up a huge part of the economic activity of our nation.

Yet when looking at PR agency partners, many B2B companies look at generalist firms that work for both business-to-consumer (B2C) and B2B clients, and dabble in a wide range of industries.

And that can be a big mistake.

If you have a severe foot problem, you're better off going to a podiatrist than a general practitioner for a solution. When it comes to B2B PR, a generalist's one-size-fits-all approach is a costly mistake to be avoided. In B2B PR, specialization can be the main driver of your PR program's success.

Unlike general PR firms, which may offer good general PR skills but lack specific profound knowledge of your industry, a specialized B2B firm can bring your company's marketing initiative a much sharper focus and a customized skill set.

Our Latest Meet the Media Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:



[Sarah Kominek](#), Automotive & Medical Reporter at *Plastics News*

[Kirsten Korosec](#), Senior Transportation Reporter at *TechCrunch*

[Elizabeth Engler Modic](#), Editor at GIE Media's Manufacturing Group

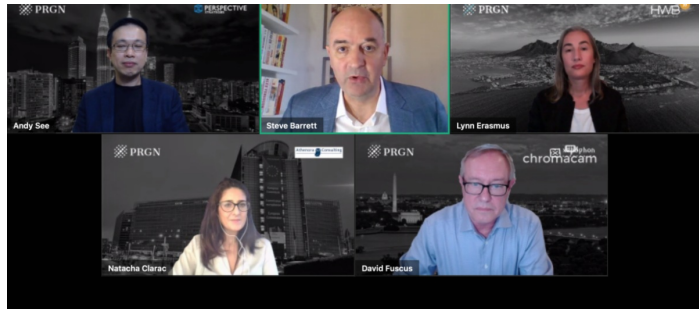
[Jason Stahl](#), Editor at *BodyShop Business*

[Kalea Hall](#), Auto Writer at *The Detroit News*

[Terry Kosdroosky](#), Assistant Web Editor & Social Media Coordinator at *Automotive News*

PRGN Brings Communicators Together for Virtual Panel

In conjunction with the [Public Relations Global Network's \(PRGN\)](#) Fall conference, our global network of communicators hosted a panel discussion featuring agency leaders from around the world, discussing "The New World Ahead." This first time virtual event was attended by nearly 200 communicators around the world.



Moderated by [PRWeek](#) magazine's VP and Editorial Director **Steve Barrett**, the panel looked at what the 2020s will bring for communications professionals around the world, from PR 4.0 and combining digital and traditional PR, to remote workplaces and building relationships virtually.

Panelists included: PRGN agency principals **Andy See**, Perspective Strategies, Kuala Lumpur, Malaysia; **David Fuscus**, Xenophon Strategies, Washington D.C., USA; **Lynn Erasmus**, HWB Communications, Cape Town, South Africa; **Natacha Clarac**, Athenora Consulting, Brussels, Belgium; and **Mark Paterson**, Currie, Melbourne, Australia.

According to Andy See, PRGN APAC Regional Vice President and founder of PRGN member firm Perspective Strategies in Malaysia, "Today, the market requires the PR and communications industry to reboot and become 'PR 4.0.' PR 4.0 is where communication is no longer just two-way or even a dialogue. In fact, stories are co-created and there is no longer a clear distinction between the storyteller and the audience."

To read and learn more about the conference and PRGN, [click here](#).

