



**Public Relations: Your Key Engagement Tool in Uncertain Times
Presented By Kathy Hernandez & Associates (KHA PR)**

1. What Can I Say, What Can I Show If I Am Closed?
 - Demonstrating your company's leadership
 - Helping your employees
 - Helping your community
 - Taking care of your animals, art, gardens, property, operations, offices
 - Creatively engaging with your key audiences
 - Working With Your Partners
 - Preparing to reopen
2. Create Content/Images To Drive Engagement & Conversation
 - Press Releases
 - Social Media Posts
 - Photos and Video
 - Your Website
 - Sales Team Tools
 - Repurpose your content for all of these
3. Enable Your Key Partners To Tell Your Story Too
 - Destination Tourism Offices, CVBs, Chambers of Commerce
 - Visit Florida
 - Specialty Associations
 - Don't forget to send them all your content
4. Merchandise Your Press Results
 - Post links to resulting press on your social media
 - Send them to your partners
 - Send them to ticket seller organizations
5. Generate Key Content Before And As You Reopen
 - Let everyone know when you will reopen and what that will look like
 - Keep the media informed
 - Be prepared for lots of questions, prepare a Q & A sheet
 - Tell guests how you are keeping them safe

Kathy Hernandez & Associates (KHA PR) is a public relations firm located in Orlando, Fla., specializing in travel, tourism, hospitality, attractions and hotel clients. Contact Kathy Hernandez at (407) 381-0428 or kathy@khapr.com. For more information, go to www.khapr.com.