

Professional Puzzle Makers

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What are you doing right now?

You are solving your puzzle!

- You have read the title of my presentation, you have seen paintings from Ukrainian artists of Jewish origin who suffered in the Nazi invasion and you are looking at me dressed in a teacher's suit. You are figuring out what is common in these perceptions.
- This is what our target audience also do - they read between the lines, they use more intuition than ever and they surely are greater psychologists than what has been advised in our PR books.
- This is the new generation of information consumers and we simply have to become a part of them.

Social networks brought 3 main changes:

- Additional receptors of our audience (third intuition eye? New intuition hand?)
- More newsmakers who have become our direct competitors
- Lesser importance of the mass media
- Comments matter more than articles

When did you last read an article till the end?

Examples

- 2014 Leroy Merlin hypermarket, near Moscow museum: FB wars reflect the conflict between city civilization and Soviet prejudice.
- 2007 - Sochi 2014 Olympic Bid: in Media we only trust

PRofessional

To become:

Free

Risky

Distanced

*This is the way to be one of
your target audience and
raise trust*

To forget:

Image

Loyalty

Reputation

*This is the way to gain
points from your boss*

Do not represent – be one of them

And if you are lucky to become a Professional Puzzle maker, you have the chance to look like...



In the new media making, our network-competent audience is already competitive both to us and to the journalists.

- They can be more informed
- They can look more trustworthy
- They already have followers
- They do not represent, they live

The PR goal of a PProfessional Puzzle Maker:

Not much use in being an advocate of your key message.

Try to make others Ambassadors of your message!

Thank you!

