

# PITCH, TWEET, OR ENGAGE ON THE STREET



HOW TO PRACTICE GLOBAL PUBLIC RELATIONS  
AND STRATEGIC COMMUNICATION

KARA ALAIMO



# Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication

## My Crash Course in Cross-Cultural Communication



# Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication

## Recall





## **Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication**

- Interviews with 87 practitioners in 31 countries
- In person at the World Communication Forum in Davos, Switzerland and Social Media Strategies Summit in New York
- Focus groups in São Paulo, Rio de Janeiro, and Cape Town
- Skype



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### **The World's Ten Cultural Clusters:**

- Confucian Asia
- South Asia
- Anglo Cluster
- Latin Europe
- Germanic Europe
- Nordic Countries
- Eastern Europe
- Middle East
- Latin America
- Sub-Saharan Africa

A satellite view of Earth from space, showing the Americas and parts of Europe and Africa. The image is partially obscured by a large white circle that contains the text.

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**Adapting Communication Messages, Strategies, and Tactics – Some Examples**

- Emotion in the Arab world
- Brown envelopes in Sub-Saharan Africa
- “Risky communication” in Confucian Asia

A satellite view of Earth from space, showing the Western Hemisphere. The Americas are visible in the upper right, and Australia is in the lower right. The oceans are a deep blue, and the landmasses are in shades of brown, tan, and green. The image is partially obscured by a large white circle that contains the text.

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### **The Generic-Specific Approach**

*Adapt PR strategy based upon 5 local factors:*

- Political-economic system
- Culture
- Extent of activism
- Level of development
- Media system

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## Social Expectations





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## Local Influencers



A satellite view of Earth from space, showing the Western Hemisphere. The Americas are visible in the center, with the Atlantic Ocean to the west and the Pacific Ocean to the east. The image is partially obscured by a large white oval that contains the text.

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