PITCH, TWEET, OR ENGAGE ON THE STREET



HOW TO PRACTICE GLOBAL PUBLIC RELATIONS AND STRATEGIC COMMUNICATION KARA ALAIMO

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My Crash Course in Cross-Cultural Communication



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Recall



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- 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

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

Adapting Communication Messages, Strategies, and Tactics – Some Examples

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

The Generic-Specific Approach

Adapt PR strategy based upon 5 local factors:

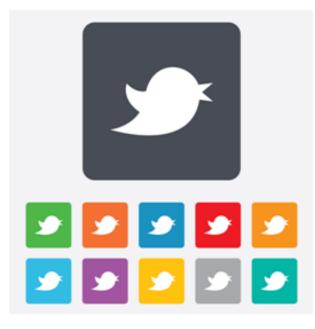
- Political-economic system
- Culture
- Extent of activism
- Level of development
- Media system

Social Expectations



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Local Influencers



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