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## Public relations service level agreement

Do your stakeholders really understand what your internal communication function actually does? If you asked how would they describe your role?by Kim Sklinar GreenService Level Agreements (SLAs) are not just for help desks. Internal communication is an ambiguous and often misunderstood animal. Are we just guardians of the intranet? Are we content creators or content curators? Depending on the organization in which it operates, internal communication in marketing, HR, PR, a project management office, or well can sit – anywhere. All of this is exactly what the practice is – a mix of these features and much more. This is not conducive to helping your stakeholders understand what you are and how you can help them achieve their strategic goals. Enter the SLA. Say you're at a party. This age-old cop-out question of 'so what are you doing?' arises, and you have to explain the internal communication again. How do you react? Setting expectations and limits not only determines what you do and how you do it, but it also holds you to account. Internal communication is often too reactive. But by enabling your stakeholders to truly understand your responsibilities and schedule, all parties can be more proactive and plan their communications pipeline. This, in turn, gives the organization, where possible, more foresight, rather than sending an announcement tomorrow when its owner has known about their needs for weeks. We were all there – and no, something else is planned. Clarifying responsibilities in a written document explains what your internal communications team can do, where it can add value – and where not by taking real ownership, rather than becoming a place where poorly formatted email templates wither and die. Share your governance, describe your metrics, and how your own team measures their key performance indicators (KPIs). What are your entrances and exits and how do you govern yourself? Explicitly descriptively descriptivelyours your boundaries is a profile building, but does not mean that you are inflexible. Instead, it creates awareness of limitations and capacity, but also of what is available to the company – channels that your stakeholders may not know. Consider creating a process map that sets schedules and other teams (agencies, design teams). We often talk about transparency in our corporate messaging, so why not start where these messages are born? Here is a great example of an Internal Communications Service Level Agreement, from the University of Bradford IC team. Of course, an SLA will never remove that a Communicator wears at a time, but would you have it in a different way? Kimberley-Marie Sklinar Green is an internal communications specialist image about the State Archives of New South South printer-friendly public relations agreement - Keating Communications Inc. and HotelView Corp. HOTELVIEW PUBLIC RELATIONS AGREEMENT KEATING COMMUNICATIONS, INC. 350 Fifth Avenue New York, New York 10118 &lt;/PAGE>&lt;/PAGE>CONSULTING AGREEMENT ----- This Agreement (Agreement) between Keating, Communications, Inc. (Firm), 350 Fifth Avenue, New York, New York 10118 and HotelView Corporation 1600 South Dixie Highway Boca Raton, Florida 33432 (Client) defines the services for which the Customer is engaged. Customer and Company understand and agree that: 1. The Customer engages and retains the Company as a Client's Public Relations Advisor to HotelView and/or other services as described in Addendum A to this Agreement (the Project). 2. The customer has the right to make changes to Addendum A at his expense. The PCN will take note of any addition (for which the customer will pay) or the reduction in the cost to the customer resulting from the change. The Company may immediately charge the Customer additional costs and the Customer will pay the invoice upon receipt. 3. In order to promote the quality of the workmanship and punctual performance of the company, the customer will provide companies in good time with the information and materials necessary for the company to provide the services referred to in this agreement and to carry out the project in general. The basic fee (as defined in paragraph 4 below) is based on all work of the company carried out during a normal week and normal business hours, e.g. Monday to Friday (except public holidays), from 9:00 a.m. to 5:00 p.m. Delays may result in production overtime, additional labor and talent costs, third-party cancellation fees, and other additional costs and expenses; all costs and expenses resulting from delays caused by the customer shall be borne by the customer and the customer will pay them on account. All additional fees require the prior consent of the customer. 4. (a) The Customer agrees to pay the Company the basic fee (the basic fee) of USD 3,500 per month for the Company's services under this Agreement for the period from 1 August 1996 and until 31 December 1996. The Company undertakes to charge the Customer for the services of that month on the first day of the month, and the Customer undertakes to pay this invoice by the 30th day of the month. (b) All out-of-pocket and other costs previously approved by the Customer shall be paid in addition to the basic fee and shall be paid by the Customer upon presentation of the invoice and to the additional costs provided for in Addendum A. according to Addendum A. &lt;/PAGE>&lt;/PAGE>(c) The customer agrees to pay Firm a monthly financing fee equal to 1-1/2% of the unpaid basic fee, which is not paid, and for any other amount that is not paid within 30 days of the invoice date. 5. a) Upon termination of this Agreement&lt;/PAGE>&lt;/PAGE>&lt;/PAGE>&lt;/PAGE> Company shall pay for all amounts due at that time, including, but not limited to, the amounts referred to in paragraph 4 (a) and all other costs of work performed and the liabilities incurred (including any obligations to third parties) in connection with the project until the date of entry into force of the termination. (b) The provisions of paragraphs 8 and 9 shall apply to any termination or termination of this Agreement, whether for any reason, for no reason or under any right of withdrawal or termination provided for in this Agreement. 6. Notwithstanding the foregoing paragraph 4(a), one or more acts of God or other causes beyond the control of the parties will make it impossible for either party to provide services or provisions of material or other services or to delay a total of six (6) months if, following a written notice, one of the parties has requested that the title of others indicating the event or cause(s) be , will be excused from this non-performance or delay, and each party shall then have the right to terminate this Agreement upon further written notice. 7. The Company and its personnel working on the project in accordance with this Agreement are independent contractors and not employees of the Customer. The company bears all insurances necessary to comply with the compensation and liability laws of the employer of the State(s) in which the work of the company is to be carried out for the customer. 8. Customer will fully protect the Company and be responsible for securing the necessary or desirable permissions and approvals of any claim to any copyright, patent, trademark or other rights of any person or any defamation or defamation claims relating to materials that the Customer, its employees, agents, members or guests or materials for which the Customer is responsible. Compensate. 9. For the entire term of the contract and two years after its termination, the Customer and the Company undertake for any reason not to hire as employees or to use directly or indirectly the employees of the other contractual partner, subagents, former employees and former subagents. 10. All prior agreements and negotiations between the company and the customer, both in writing and orally, shall be merged into this agreement, which is the entire agreement between them. Either party has not given or invoked any representation, instigation or commitment, unless expressly stated in this Agreement. This Agreement may only be amended in writing signed by both parties. 3 &lt;/PAGE>&lt;/PAGE> 11. Either party may not assign this Agreement without the prior written consent of any other party. 12. The validity, interpretation and performance of this Agreement shall be governed by and construed in accordance with the laws of the State of New York. 13. The following additions and schedules are attached to this Agreement and are an integral part of this Agreement: Addendum A AGREED to and accepted as this day of July Client: HotelView Corporation By: Name: &lt;/PAGE>&lt;/PAGE> Company: Keating Communications, Inc. By: Name: Richard J. Keating Title: President & CEO 4 &lt;/PAGE>&lt;/PAGE>ADDENDUM A ----- HOTELVIEW Services and Products performed and delivered by The Company. This schedule and the requirements listed below are an integral part of the previous agreement between the company and the customer. Description of the develop AWARENESS FOR HOTELVIEW THROUGH PRINT AND ELECTRONIC MEDIA project, PUBLIC RELATIONS SERVICES - Media audit - Connection to the press, press kit development and press releases - Media interviews - including television, print and electronics - Public relations - Mediation and disclosure of feature articles in national and industry media - Support at special events, fairs and seminars 5 &lt;/PAGE>&lt;/PAGE>ADDENDUM A - CONTINUED ----- HOTELVIEW Costs without basic fee: The basic fee does not include any specific costs and expenses, all require prior consent of the customer, orally or in writing, which are to be invoiced to a customer at the expense and paid by the customer on account, including, but not limited to: - all printing and duplicates - fees for external services selected and supervised by the Company, - photography and photographic duplication - all travel and entertainment costs - all other direct costs related to Project 6 &lt;/PAGE>&lt;/PAGE>&lt;/PAGE>

