

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS),  
COIMBATORE – 18  
POSTGRADUATE AND RESEARCH DEPARTMENT OF ENGLISH**

**SKILL BASED ELECTIVE–II –ENGLISH FOR WORKPLACE COMMUNICATION  
SEMESTER – IV**

**UNIT – IV : ORGANIZING SKILLS**

**4.1. DOCUMENTING AND MAINTAINING RECORDS**

Document and records management seem easy enough to define, but what happens when you compare them side-by-side? While these terms have overlapping characteristics, there are crucial distinctions that make each of them essential for your organization's success.

Below are definitions of each term, followed by the three key characteristics that distinguish these practices from one another.

What is document management?

Document management involves the day-to-day capture, storage, modification and sharing of physical and/or digital files within an organization.

Generally speaking, document management focuses on:

- Reducing lost and misfiled documents.
- Providing faster search and retrieval of documents.
- Helping to better organize existing documents.
- Improving general work processes and organizational efficiency.
- Reducing the amount of physical space used to store documents, such as file cabinets, boxes and shelving.

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**What is records management?**

Records management establishes policies and standards for maintaining diverse types of records. Some, but not all, documents within an organization become records.

Records management includes the functions of document management described above, plus:

- Identifying what records exist by records inventory.
- Applying required retention periods to stored items.
- Identifying the owner of each records series.
- Determining that a chain of custody and a proper audit trail both exist.
- Assisting in e-discovery issues and applying legal holds to records when needed.
- Managing disposition (disposal of documents).
- Developing and administering defined records policy and procedures, regardless of if the records are electronic or paper.
- Preserving records throughout their life cycle.

## **4.2. PARTICIPATING, ARRANGING & CONDUCTING MEETINGS**

### **The Role of the Chairperson in convening a Meeting**

In a more formal meeting, the chairperson will outline the purpose of the meeting and remind members why they are there.

In such a meeting there is little need to refer to this procedure as this is implicit in the established etiquette, namely:

- The chair controls the meeting.
- All remarks are addressed through the chair.
- Members do not interrupt each other.
- Members aim to reach a consensus.
- A vote is taken if consensus is not reached.
- The majority wins the vote.
- All members accept the majority decision.
- This is **one model** but alternative models may be adopted.

When discussion is underway, it is the chairperson's responsibility to ensure that it continues to flow smoothly by involving all members present and by not permitting one or two people to dominate the meeting. Summarizing by the chairperson during meetings can:

- Indicate progress, or lack of.
- Refocus discussion that has wandered off the point.
- Conclude one point and lead into the next.
- Highlight important points.
- Assist the secretary if necessary.
- Clarify any misunderstanding.

The chairperson should *pace* the meeting, ensuring it runs to time. If the planning has been properly executed, this should not prove to be a problem.

At the end of a meeting, the chairperson should remind members what they have achieved and thank them for their contributions. Finally, the time and date of the next meeting should be arranged. Again, this is one common model for effective meetings, successful outcomes can be achieved in different ways with different strategies for different purposes, so adapt as appropriate to specific situations.

### The Role of the Members

While it is the role of the chairperson to run the meeting, the participation of all members is also fundamental to the success of the meeting.

To ensure an effective meeting, all participants should:

- Undertake any necessary preparation prior to the meeting.
- Arrive on time.
- Keep an open mind.
- Listen to the opinions of others.
- Participate.
- Avoid dominating the proceedings.
- Avoid conflict situations.
- Avoid side conversations which distract others.
- Ask questions to clarify understanding.
- Note down any action agreed upon.
- After the meeting, undertake any agreed action and brief others as appropriate.

### **4.3. ORGANIZING AND CONDUCTING EVENTS**

The following provides a starting point for event planning. Here are the ten steps.

**1. Develop Your Event Goal and Objectives:** The very first step in planning your event is to establish a tangible goal and objectives.

First, start by asking yourself: *Why are you organizing this event, and what do you hope to achieve?*

If you know your organization's key goals before planning, you can ensure that every part of your event is optimized for success.

Are you trying to raise awareness for a cause, or collect a predetermined amount of donations for your next project? Are you hoping to attract 50 guests, or 500?

Setting a goal with quantifiable metrics of success will make it easier for your team to ensure that you reach them.

**2. Organize Your Team:** Any event takes a concerted team effort to handle all the details.

Consider identifying one key Event Manager or Event Chair as well as individual

Chairpersons for subcommittees, such as:

- venue management;
- speakers;
- entertainment;
- publicity;
- sponsors;
- and volunteer management.

Assigning individual roles to team members creates a system of accountability, as well as preventing tasks from falling to the wayside. Plus, it'll allow you to delegate – but don't forget to account for committee meetings in your event plan timing!

**3. Establish Your Budget:** Establishing your event's budget is one of the most important parts of planning an event. I've seen many great ideas fall by the wayside because the team who originally came up with it forgot to take their budget into consideration before beginning to plan.

Some of the critical expenses you need to include in your budget are:

- **Venue:** This cost should encompass the rental as well as any insurance you need to purchase.
- **Food and Drink:** This field is pretty self-explanatory. However, remember that the amount you can afford here might also dictate the number of tickets you're able to sell.
- **Entertainment:** This field can be customized however you need it to be — whether it's allocated for speakers, a DJ, or even a talking pig, make sure you have wiggle room for travel and accommodation costs as well as any compensation.
- **Décor:** Will you be going with a DIY mason-jar theme, or one that's a little fancier? Establishing the costs upfront will help you determine which one you can afford.

- **Staff:** This category might often be forgotten, but it's key to account for the transportation and lodging costs of your staff, especially if you're headed out of town. Even budgeting staff time (what would they be spending time on if they weren't working on this event?) can help you decide whether that extra meeting is worth it.
- **Marketing:** Whether you decide to promote your event through Facebook or go old-school by putting flyers up all over town,
- **Software:** If you're not already paying for any kind of event management software, consider incorporating it into your event planning.
- **A/V:** From projectors to wi-fi to speakers, this category encompasses a wide variety of costs.
- **Miscellaneous:** Even the best-planned event will have some additional costs come up. Accounting for them in your budget will ensure you're not caught unawares.

Even if some of these items aren't fixed costs yet – for example, if you haven't yet picked a venue – it's important to keep the maximum that you can afford to spend in mind before making those decisions.

**4. Set the Date:** The date might already be pre-set for a recurring event, but if this is a new event, be sure to consider the following before firming up your date:

- **Give yourself enough time!** Ideally, you should have 4-6 months to plan, if not more (depending on the nature of your event)
- Be aware of statutory and religious holidays
- Avoid school holiday time periods (winter, spring and summer holidays)
- Check dates with key participants – speakers, presenters, VIP guests, etc.

Once you've set the date (and have already outlined your budget), you can start booking any external staff (such as caterers) you need right away.

**5. Create an Event Master Plan :** Once you have a good idea of all the costs and the timeline associated with your event, it's time to start the real plan! Creating your event master plan will allow you to ensure every aspect remains on track, as well as making it easier to coordinate with volunteers and event committee members.

Your event master plan should encompass all aspects of the event, including:

- Venue, logistics, & catering management (contracts, permits, insurance, etc.)

- Speakers and presenters (identifying, confirming, logistics & management)
- Activities and entertainment
- Publicity and promotion (online & off-line, such as web page & online promotion; events calendars; printed programs; media relations; signage; social media, etc.)
- Registration (online sign-up, payment and tracking; on-site sign-in, etc.)
- Sponsor and partner management
- Volunteer management and responsibilities

While planning your event, consider also creating a detailed timeline, so that everything moves smoothly. Include when any permits or insurance policies need to be submitted, when registration ends, and a detailed timeline of the day-of.

#### **4.4. PR COMMUNICATION**

Public relations refer to the practice of enhancing an organization's reputation in the eyes of public, stakeholders, employees, investors and all others associated with it. Public relations experts are specially hired by organizations who work hard towards maintaining brand image of organization.

Communication plays an essential role in effective public relations. Two-way communication between both the parties is essential and information must flow in its desired form between the organization and public. The receiver must understand what the sender intends to communicate for an effective public relation. The receivers (public, target audience, stakeholders, employees, investors) must clearly understand the sender's message. (organization in this case).

The message/information needs to create an impact in the minds of customers for an effective brand positioning. Communication needs to have a strong influence on the target audience for them to remain loyal towards the organization.

In public relations, the receivers play a crucial role than the sender. The sender (organization) must ensure that the receivers interpret the information correctly and also give necessary feedbacks and reviews. It is really essential for the sender to understand its target audience. Public relations experts must do extensive research and gather as much information as they can before planning any public relation activity. Public relation activities would go unnoticed if receivers do not understand it well. Public relation activities must be designed keeping in mind the benefits of the target audience for a better brand positioning.

**Public relation experts must ensure:**

- Message reaches the receiver (public) in its correct form.
- Audiences agree to the message
- They respond accordingly and give necessary feedbacks.

## 4.5. PREPARING PRESS KITS

### 1. Press Kit Template



### 2. Fit Small Business Press Kit Template

- A press kit is typically a one-page document you can post to your website and print for journalists. The contents of your press kit will differ depending on whether you’re using it to promote a specific product or service, event, or your business in general. However, all press kits should contain important details like contact information, team bios, and your website. To help you design an effective press kit, we created a free press kit template that can be distributed digitally, physically, and through your website.
- If you want your media kit to have a maximum impact, we recommend adding a “Press Kit” footer link on your website in addition to distributing physical and digital copies. This link should direct users to a page where they can view the press kit information on a webpage or download the press kit in PDF form. If you need more help getting press coverage for your small business, check out our step-by-step guide to increasing your business’ visibility.
- Here are the nine steps to follow when creating your press release:
- 1. Decide on the Purpose of Your Press Kit



- The purpose of a press kit determines its content, format, and how you'll distribute it to journalists. Similar to how you can send a press release to journalists, a press kit can be used to announce the opening of a new business or location, promote a product or service, or market events and promotions. Determine your press kit purpose and include information and images that further it.
- Generally, the purpose of a press kit is one of the following:
  - **Introduce your new business** – If you just opened your business or recently moved to a new community, use a media kit to introduce yourself to local press and consumers.
  - **Share a product or service** – A media kit is a great way to introduce a new product or service or share details about what your business already provides. Use the majority of the media kit to describe the features and costs of your products and let customers know how to reach you.
  - **Promote an event** – Hosting an event or starting a new promotion? Use a press kit to share the details with your community as part of your marketing strategy. A media kit is a great way to get your event on community calendars and on local news outlets.
  - **Introduce a new team member** – Sometimes, press releases are used to publicize that someone is joining your business' team. This is a great idea if you're bringing impressive new talent to the region or if you have a business where staff members regularly interact with the community.
- Depending on the purpose of your media kit, there are also two primary methods of distributing it: digitally or on paper. Traditional press kits, distributed in paper folders, are less common, but may still be used for in-person events. Instead, we recommend creating a digital press kit to post online and share via email because digital media kits are easy to access and less costly to produce and distribute.
- 2. Provide Contact Information
  - The most important feature of your press kit is the contact information. Journalists writing a story or otherwise covering your business may wish to contact you to gather more information. Include the name of your marketing manager, your website, email address, location, and telephone number to make it easy for journalists to get in touch.

Name of Marketing Contact  
Business Address - Business Phone Number  
Contact Email - Business Website

- Screenshot of Press Kit Contact

### 3. Write Your Business Story

- A business story is a brief description of your business' history, mission, and product or service you're promoting in the press kit. It's often referred to as the "company overview," and should go at the top of the front page of your media kit. Draft a 50- to 100-word description that's tailored to the press kit's purpose.
- For example, if you're promoting the opening of your business, you should include your founding date, locations, and target market. Broadly describe the products and services you offer and provide any important information about when you're open and any special promotions you'll have to celebrate your new business.

### 4. Create a Company Fact Section

The fact section should list five to ten data points about your company, product, service, or event. Make facts easily accessible by listing them on the front of your press kit just below the Business Story. Tailor facts about the purpose of your press kit to help journalists focus on the information you want to share.

- Some of the points you may want to list in your fact sheet include:
  - When your company was founded
  - Where your company was founded
  - Location of your headquarters
  - Number of stores or office locations
  - Total annual revenue
  - Number of employees
  - Type and number of products
  - Volume of customers served
  - Names of senior leadership
  - Notable clients
  - Media mentions
  - Historical milestones

Depending on the nature of your business and the type of media kit you're creating, you might include general information or details about a specific event, product, or service. For example, a bakery may include the number of doughnuts produced daily and a lawn service company

may list how many lawns they've serviced. However, if a bar is featuring a new promotion or menu, the media kit may focus solely on that rather than the business as a whole.

### 5. Optimize Your Press Kit with Additional Features

Press kits are meant to adapt to the needs of your business and the interests of your audience. Include helpful features like product guides, testimonials, or awards and recognition related to the purpose of the kit. For example, a band's press kit should include a discography, press coverage, and recordings of the band performing.

Here are some other things you may want to include in your press kit or on your website:

**A list of awards and recognition** – If your business has achieved a variety of noteworthy awards, create a list and devote a section of your press release to it.

**Social media accounts** – PDF or online media kits can include links to the company's social media channels. If you only have a downloadable press kit, you can include these links on your press kit webpage.

**Testimonials from customers or clients** – Testimonials aren't just a sales tactic; they're a powerful addition to a media kit, too. If you feature some testimonials, try to include names and photos of those who provided the testimonial and be sure to get their permission in advance.

**Product guide** – For businesses that develop or sell a unique product, including a product guide is an excellent idea. Your product guide may include technical specifications, dimensions, capabilities, or other information relevant to people within your target audience.

**List of clients** – If you are in a client-centric business, include a client list (unless your company has policies against it). This list of clients can help journalists and others know what kind of businesses best work with yours. Again, always get your client's approval before including their name in your press kit or website.

**Interviews** – Journalists may be interested in interviewing company leadership or founders. If there are existing video, audio, or print interviews, include these in the media kit. Doing so informs journalists about previous interviews and may inspire additional press coverage.

**List of patents** – Depending on the nature of your business' work, you may have several patents. Patents set you and your business ahead of the competition and can be an important addition to a press kit.

**Product sample** – Including product samples is a strong addition to any media kit. Obviously, if you have a physical product and a digital press kit, your options are limited. There are ways, however, to give reporters a feel for some products and services. Videos can help. Guest logins to a web app, for example, may be an option for some businesses.

**Mission statement** – If your mission statement is a key part of your business, you can add it as a section of the press kit.

**Advertising collateral** – You can also link to PDFs or electronic versions of your company newsletter, flyer, landing pages, or other marketing materials.



## TESTIMONIALS

Include client testimonials here. In addition to relevant client reviews, include names and photos of those who provided the testimonial. Always get their permission in advance.

- Client Name

Incorporate multiple testimonials if you have content relevant to the product, service, or event you're promoting in your press kit.

- Client Name

Screenshot of Press Kit Testimonials