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Event Report

PR Tactics I

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On the evening of Wednesday Nov. 2, 2013, I attended a presentation by BMA-Milwaukee members Bethany Perkins, Tom Grayhill, and Shari Stark in Hyland Hall. The presenters gave thorough information and advice about the newest components of the business world with technology and interview tips for our future success.

Throughout this event, the enthusiasm and humor used to get the audience at ease about entering the business world was noticeable. Each of the three presenters were laid back in referring to different aspects of their jobs/careers; which provoked different opportunities where they could have some fun with audience members when answering questions. While progressing through the presentation there were different prizes audience members could win by answering questions, i.e., books and wristbands, having to do with the marketing/ advertising world we will be a part of one day.

The presenter I took the most information from was Bethany Perkins, who went into extreme detail on why or why not an employer would or would not consider you for a certain position. Bethany brought up the point that to get a job that you may desire, being someone you are not for the time of the interview, is something that can and should be used to achieve the position desired. She then began discussing the media channels like Twitter, Facebook, and LinkedIn. Until that night, I had begun to think about how social networks could affect the

business world in the future, but I did not know how deep employers examine them for information. Bethany eventually made the point that nine out of ten employers, when handed a resume, will first turn to LinkedIn and search for you and if you don't have an account, odds are your resume and hopes for that job will end up at waste management. However, let's say that your profile can be found on the "business man's Facebook" and it looks rather impressive. More times than not you will then be searched on Facebook to see the type of person you are. This is another possible counterpoint in the interview process because the fact is that we cannot all be "saints" at every point in our lives. Therefore, without the use of the proper settings on your page, it is possible you will be judged negatively and hopes for being hired can also be lost.

The part of the presentation I liked most was the overall honesty of the people presenting. They were blunt when explaining the extreme differences between school and how the world actually works with their everyday jobs. In the midst of each person sharing their information they made a point to refer to the business world also as "survival of the fittest" at times. They said that being nice to people is crucial for respect and job security; but there will be times where consideration of your own well being in risky business situations is necessary. Also, the question was asked to each presenter as to what they specifically look for when hiring an employee, and as expected, there was nothing held back when they revealed the standards that must be reached to acquire a position under them as a supervisor.

The BMA-Milwaukee presentation was done very well overall. If I could change one thing it would be to endure more information on how the social networks are used between different businesses to interact with one another. Not only to communicate, but to meet each others' needs. Using Facebook and Twitter for marketing purposes was discussed briefly but I

didn't feel that it met my satisfaction to use an account like Twitter to maintain a good relationship with a business or corporation some day.

This was my second business presentation I have been in attendance for on campus for a PR class. The first one was put on by a few students not as advanced in anything like the BMA presenters, so I found a great purpose in having business professionals coming to offer advice and to share their opinions. Presenters covered things like marketing, social networks, and advice for the use of social networks and constructing good interviews. The most important information I took in as an audience member was that our world is evolving at an incredible rate. Therefore, learning the proper use of technology in all fields will be beneficial to having a successful career in public relations/ relationship development.

At the conclusion the presentation I took the time to approach Bethany Perkins just to take in more of her enthusiasm for her job. She and I discussed job possibilities in the greater Milwaukee area along with some benefits that come from working in a city as opposed to working in a rural area. From that point, we shared common ground from knowing people in the Milwaukee area and concluded our discussion with connecting on LinkedIn where she is still happy to offer any advice. I felt comfortable talking to Bethany because of her blunt (but humorous) honesty that reminded me of my older sister, and because of her assurance that being successful in a business is possible for anyone.

The information I attained at the BMA-Milwaukee presentation will undoubtedly be useful as I progress through my years here at UW-Whitewater and into the world of business. Knowing about the evolution of technology can only benefit me and the people who will be involved with me soon as an employee. The tips for interviews will definitely come to use as

well. I don't think half the people in this world know how to conduct a powerful, meaningful interview with an employer. I still won't be perfect at it either, but at least I'll know a little more than some of my competitors. Lastly, prior to even arranging an interview it will be important for me to clean up my Facebook page by setting new privacy settings and deleting a few degrading photos. I'll be making an intriguing LinkedIn page to persuade employers that I will be a trustworthy, hardworking employee.