



CONTACTS COUNT

One of the top ten qualities employers look for when selecting a candidate for a public relations position is someone with numerous contacts. How do you get numerous contacts? View your next encounter as a networking opportunity. Social events, meetings, conferences, even casual lunches with friends are all networking opportunities! Always have your company or business in mind. Carry your business cards with you at all times. You never know when you might share your business card with someone that can spread the word about a product or service your company offers. There is nothing better in the PR world than great relationships! Every encounter is a networking opportunity, so be the first to say "hello."

"Public Relation Strategies" online certificate program introduces participants to job circumstances they will encounter in public relations careers.

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