

# Back to the Basics

## P.R.O. BREAK OUT SESSION

### Salon 5 or 6

PRESENTED BY PRO's:

BIGG ROB

LIL KIM

N-FINI-T

FREE

# P.R.O. INTRODUCTIONS

- LIL KIM, Double Lyte Posse
- N-FINI-T, #1 Stunnas, ATL
- BIGG ROBB, #1 Stunnas, Chicago
- FREE, Front Runnerz, ATL

# GOOD MORNING

## --ICE BREAKER--

- INTRODUCE YOURSELF

- Who is new to the P.R.O. position, less than 1 year?

- Who has been in the P.R.O. position for 5 years?

- Who has been in the P.R.O. position the longest?

# What is a Public Relations Officer (P.R.O.)

- To communicate and to get information to pass along to your club
- Network and help build relationships with other clubs along with your club
- Teach your club members how to communicate to other clubs while at events
- Point of contact for when other clubs visit your city
- Be knowledgeable of what's going on in your city
- Increase awareness of your club to other clubs
- Not about partying
- To FOCUS on getting YOUR club's information out to the community and other clubs info to YOUR community

# The Best Person for the P.R.O. Position

- One who is:
  - Sociable
  - Approachable
  - Accessible
  - Willing to accept and perform the job
  - Great attitude
  - Have thick skin
  - Not afraid to communicate with people
  - Have the ability to adapt

# Communication Tools

- Riding
- Texting
- Phone calls
- Facebook, Twitter, My Space, Yahoo groups, etc.
- Your clubs website
- Attending events
- Email (email is not dead)

# Communication

## Text Messages

- Texting Etiquette

1) TEXTING IS NOT THE WAY YOU PROMOTE YOUR CLUBS EVENT(S). IT SHOULD ONLY SERVE AS A REMINDER. PROMOTING YOUR EVENT SHOULD BE DONE IN PERSON, VIA EMAIL, YAHOO GROUPS OR WEBSITES. A TEXT MESSAGE CAN NEVER CONTAIN ENOUGH INFO ABOUT YOUR EVENT.

2) STOP SENDING TEXT MESSAGES OUT BEFORE 10AM. I SHOULD NOT BE WAKING UP TO OR GET AWAKEN BY TEXT MESSAGES ABOUT FISH FRYs, PARTIES, ETC AT 5AM. IT RIDICULOUS. DID YOU GRAB YOUR PHONE BEFORE YOU GOT OUTTA BED AND DECIDED TO TEXT THE COUNTRY ABOUT AN EVENT. I SHOULD NOT HAVE TO TURN MY PHONE OR MY RINGER OFF SO THAT I DON'T GET AWAKE BY BS. ALSO DO NOT TEXT ME AFTER 8PM..

# Communication (con't)

## Text Messages

- 3) KNOW WHO YOU ARE TEXTING. SOMEONE IN THE TX AREA SHOULDN'T RECIEVE A TEXT MESSAGE ABOUT BIKE NITE OR POLICE DOING INSURANCE CHECKS IN NY. (YOU GET THE PICTURE.) CREATE YOUR TEXT GROUPS ACCORDINGLY FOR EXAMPLE LOCAL CLUBS & OUT OF STATE CLUBS
- 4) WHEN SENDING OUT TEXT MESSAGES MAKE SURE IT'S ONE MESSAGE. CHANCES ARE SOME PEOPLE MAY NOT GET BOTH TEXTS AND IF IT IS SOMETHING THAT NEEDS TO BE PASSED ON FOLKS WON'T PASS IT ON (I KNOW I DON'T)

# Communication (con't)

## Text Messages

- 5) IF YOU ARE GONNA SEND ME A TEXT ABOUT YOUR CLUBS EVENTS BE SURE TO PUT THE CITY AND STATE. I LIVE IN CHICAGO SO JUST THE ADDRESS DOESN'T MEAN A THING TO ME. AGAIN IF ALL THE INFO DOESN'T FIT IN ONE TEXT, THEN YOU SHOULDN'T BE TEXTING ME ANY WAY SEND IT VIA EMAIL OR POST IT ON OUR SITE ([WWW.NUMBERONESTUNNAS.COM](http://WWW.NUMBERONESTUNNAS.COM)) ALSO REFER TO #3
- 6) SEND YOUR CLUBS EVENTS OUT ONLY. I MYSELF WILL ALSO SEND OUT COMMUNITY SERVICE/CHARITY EVENTS, AND RIDES. PROMOTION OF YOUR CLUBS EVENTS IS ON YOUR CLUB. DON'T EXPECT ME TO DO YOUR WORK FOR YOU

# Communication (con't)

## Text Messages

- 7) TOO MANY TEXT MESSAGES. IF YOU HAVE RECIEVED A "PLEASE REMOVE ME FROM YOUR TEXT LIST" MESSAGE YOU ARE PROBABLY SENDING OUT TO DAM MANY MESSAGES. AT WHICH POINT YOUR TEXTING HAS BECOME COUNTER PRODUCTIVE, MEANING WHEN YOUR CLUB EVENT IS COMING UP WHO IS READING IT?AGAIN THOSE FOLKS THAT ARE SUPER TEXT HAPPY, I'M QUICK TO HIT THE DELETE BUTTON WHEN I SEE YOUR NAME POP UP. THE MORE YOU TEXT, THE LESS LIKELY IT WILL GET READ. THEY SAME WAY WE SCREEN OUR EMAILS, TEXT MESSAGES ARE DONE THE SAME WAY.

# Communication (con't)

## Text Messages

- 8) STOP SENDING TEXT MESSAGES BACK 2 BACK. NO ONE SHOULD HAVE TO RECIEVE 25 TEXT MESSAGES IN A TEN MINUTES FROM ANYONE. IT'S RIDICULOUS, REFER TO #7
- 9) STOP SENDING TEXT MESSAGES VIA MMS, SEND THEM LONG MESSAGES VIA EMAIL. MMS ARE FOR PICTURES AND VIDEO.
- 10) CHAIN TEXTS, KEEP THEM TO YOUR SELF. MY TEXTS ALREADY TOTALS OVER 25K A MONTH, HOW BOUT YOURS?

# Communication (con't)

## Social Networking

- Use to push out mass amounts of information
- Helps you reach an even broader group of people.  
Social networks and for NETWORKING so use them.

# Communication (con't)

## Face-to-Face

- Helps you connect to people. Nothing can replace a friendly greeting followed by a handshake or hug. Always introduce yourself before handing a card, flyer or any other items to anyone. Talk to people, get to know a lil bit about them, there club, etc. People **BOND** with **PEOPLE** before they bond with clubs.

# Communication (con't)

## Emails

- The use of emails is not dead. Emails help you deliver full and complete details to all recipients. We are in a age where electronic communication is still the preferred method of communicating.

# Communication (con't)

## Club Websites

- You can put as much information as you want on your club's website, but they are only useful if you update them regularly.

# Communication (con't)

## Riding

- The greatest way to build a bond with other bikers and to promote your club is to RIDE!!!!!!!!!!
- The only way to get "RIDERS" interested in what your club has is to be RIDING. Being a Pro is not all about partying if you are part of a riding club.
- Let me say this "TOO MUCH OF ANYTHING IS NOT GOOD". I say this to say. When you are promoting your events, rides, etc. Don't bombard the same people daily with the same info. Do it enough to keep them interested. Too many emails, texts and posts on social networks will eventually go unread or looked over. You are the Pro for YOUR club NOT every club on the scene, Promoting what your club has going on is YOUR priority. I myself will promote rides, bike nights and charity events. What is required of you as the Pro of your club is essentially up to your club.

# Building Relationships

- Introduce yourself, shake a hand, hug, etc
- The entire club should be speaking as you enter an event
- Be open and spark communication
- Ride and attend rides
- Begin and/or attend P.R.O. networking meetings
- Know the differences between your community and the community you and your club may be traveling to
- Build relationships and network in your area first before attempting to do so out of town

# Questions & Answers Session

- Area from:
- Question:

# Engaging Other Club Members

- Smile
- Be approachable
- Offer handshake or hug
- Be open
- Accept fliers, even if you have the info already
- Keep business cards on you
- Keep you camera on you
- Repeat the persons name after they tell you  
(helps you to remember)