

Step four: Evaluation:

P.R. Researchers refer to four important rules should be addressed when evaluating the effectiveness of a public relations campaign:

- 1- Define your benchmark.
- 2- Select a measurement tool.
- 3- Analyze data, draw actionable conclusions, and make recommendations.
- 4- Make changes and measure again.

If you have followed the steps in the public relations process then you have already identified your audiences and established objectives for each. If your objectives are measurable then you already have the criteria by which to evaluate the success of your program. The benchmark compares your: current situation to your past P.R. Researchers also recommend comparing the data gathered to other organizations, such as key competitors comparative analysis makes the data much more relevant.

Based on this evaluation, the tools that will best help measure against stated criteria are selected; generally, the same tools that helped establish the benchmark data are used. If primary research was used to establish benchmarks then the same methods are repeated to evaluate success. If you surveyed employees to establish awareness and attitude benchmarks, then a follow-up survey is the obvious measurement tool. If you used attendance at employee meetings to establish behavior benchmarks, then counting attendance after the public relations program is the appropriate measurement tool. As noted previously, primary research is the most expensive and requires the most expertise, but it is the best measure of the real impact of a public relations effort on stated outcome objectives, such as changes in awareness, attitudes, and behavior. Probably the most popular evaluation tools used in public

relations measure the output objectives. There are several ways to measure the effectiveness of communication output, but some are better than others.

In the tourism and hotels sectors organizations usually give great attention for the evaluation process many techniques are used for evaluating results such as:

- 1- Financial indicators (sales, costs, reservations, profit ...etc.)
- 2- Productivity (employees turn over ,absence, wastes ,complaints ,accidents)

Organizational image: it refers to the indicators that show how the public see our organization and to evaluate and measure public attitudes and opinions, the most popular tool remains the survey. Public opinion polls and attitude surveys can be conducted and compared to benchmarks to determine whether the messages and behaviors of an organization have had the intended effect. Intentions to behave and preferences for purchasing can also be measured through surveys, providing some figures on people's inclinations .behaviors can also be measured against benchmarks. Often the connection between communication strategy and behavioral changes could be due to other variables, so it is important to isolate and track the impact of the public relations efforts in order to evaluate whether they are the driving force in the change.