



PRSec – Publicity and Security

Safety-oriented research, development, products and services are of great interest. The conflict between security and freedom affects the citizen. Politics, legislation and the media must live up to their responsibilities and be aware of the possibilities and limitations of technology. Professional public relations work is a prerequisite for sustainable success.



Research and development are geared to the needs and possibilities of technology and science. Project reports usually address specific questions in detail, which are primarily intended for the technical expert. These reports provide a deep understanding of the details, but only make small contributions to informing the general public.

Safety concerns must be communicated to the public in a way that is appropriate to the target group. Dealing with demand is a first step. This results in the demands on products, services and support systems. It must be convincingly understandable why "this particular technical solution" is needed.

An understandable explanation of the technology and the framework conditions is an important element of successful innovation projects. This includes all aspects of the relevant legislation. Measures and technical features that help prevent misuse must be explained. Misunderstandings must be avoided. In order to successfully launch innovations on the market, it is necessary to provide objective and comprehensive information to citizens, which can also be part of training measures.

Innovative solutions are of course still unknown in the market and operating environment. It is not unlikely that the legal framework conditions for use and deployment are incomplete or inappropriate. Various constitutional bodies are involved in the legislative process. Here, too, specific information on the necessity and alignment of legal regulations is required. Politicians are both active in the legislative process and inform citizens. They depend on a suitable and correct information basis.

Research, development and marketing in the field of public safety are nowadays required to prepare and communicate information on technology, the need, use and legal framework conditions in a professional, careful and target-group-oriented manner. The conflicting interests of security and freedom must be worked out with empathy for the citizens and politicians, who are usually only partially informed.

Target groups are:

- Cooperation partners in the project
- Sponsors and sponsors
- Public, citizens and media
- Safety authorities and emergency forces
- Politics and legislators
- customers and procurement facilities.

Classical instruments are part of the public relations work:

- Press work, press releases, press kits, press conferences
- Events, workshops, conferences, congresses
- trade fair appearances
- Corporate publishing, newsletter, image brochures, white papers.

Special measures must be targeted at politicians and parliamentarians:

- Parliamentary evenings
- information letters
- Contacts with public institutions and security authorities.

Digital PR instruments are nowadays a necessary part of information measures:

- Social media, regular additions and adaptations
- Web site, up-to-date, user-friendly, appealing.

Internet-based project management helps:

- in the mostly interdisciplinary projects
- at distributed locations and in
- different organizations.

Efficient and effective public relations work in innovation-oriented projects can only be carried out in part by agencies. It is crucial to take into account the specific and diverse focal points that go beyond the "art of communication". Complex interrelationships must be portrayed objectively correct and in sufficient detail on the means of the media and communication used. The interaction of the experts from research, industry, marketing, project management, politics and application delivers the desired result and the information preparation for diverse communication channels diversified media. Working in a network is a must.

Technology	Communication Public Relations Dissemination
Remarks	Information policy Objectification