

PUBLIC RELATIONS

COMMITTEE

Date: July 25, 2025

PR Chair: Eskella Joseph

Co Chair: Nely Mori



Vision

The objective is to establish the PATA Micronesia Chapter as a cohesive and vibrant advocate that highlights the region's rich cultural heritage, natural beauty, and sustainable tourism opportunities, thereby promoting awareness and appreciation for Micronesia.



Objectives



Enhance Regional Visibility

- Highlight destination features, cultural narratives, and prominent events.
- Update Information each island or country within Micronesia to enhance representation and visibility.



Leverage Digital Platforms

- Integrate social media feeds directly into the homepage to enhance real-time engagement.



Enhance Online Presence

- Enhance search engine optimization (SEO) by consistently updating content and utilizing targeted keywords.
- Incorporate high-quality visuals and videos to foster a visually engaging user experience.

PR Work Step by Step

NTO/STO Process Example



1. Visit your Page

NTO visits their destination page
Business visits their company
profile

2. Review and Edit

Compile and put them in a
drive to be emailed

3 - Connect/Send

Email
webcare@guamwebz.com,

CC our PR team
Eskella Joseph
Nely Mori

4 - Production

Web team receives and
begins the edits

5 - Publish

It is published and the
web developer shall
notify the NTO/Business

Why PATA Micronesia Chapter Needs a Canva Teams Account



To Strengthen Our
Visual Identity.



To Produce Content
More Efficiently



To Keep Everything
Organized



To Empower Our Team
Canva is easy to use, even for
members with little or no design
experience.

Canva



Budget

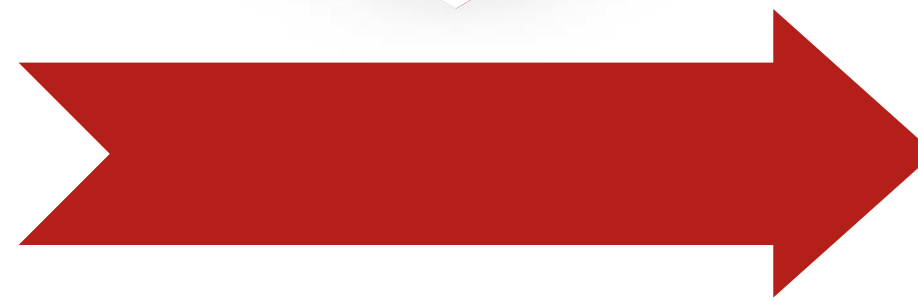
Item	Estimated Budget
SUBSCRIPTIONS (Canva, Press services)	\$1,520
CONTENT DEVELOPMENT (newsletters, reports)	\$1,500
MEDIA RELATIONS (Graphics, etc)	\$800
TOTAL	\$3,500

WAY FORWARD



Establish PR Team

- Member from each country.



Create Format/Guidelines

- Work together to create a specific outline for each to update their information



Quarterly Update

- Ensure our information is up to date



BIG THANKS

