

What is PR Scout? How? Why Is It Important?

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- A PR scout is a task to study and learn about the work of other teams in the field of PR (Public Relations). People with this position can visit the pits of other teams in the region, request information from the teams about the projects they have carried out during the season, read the essays of the teams, get information from the posts made on social media platforms and the teams' own websites. Teams can then use this information to compare it to their own team's projects or to learn about other teams.

Why is PR Scout Important?

- Although PR scouting may seem like a simple job from the outside, it is actually of critical importance for teams. Learning about the projects that other teams have carried out during the season allows teams to analyze the strengths and weaknesses of their opponents in order to gain a competitive advantage. When introducing themselves, teams emphasize what they do differently compared to other teams and what is unique and prominent about the team. In this way, teams have the opportunity to compare themselves with others.

How to Make PR Scout?

- PR scouting can be done in a few different ways:

1. Reading teams' Impact essays

- The essays written by the teams that won the Impact award in the Regional during that season are published by FIRST. By reading these published essays, information about the work of other teams can be accessed.

2. Circulating the pits during the Regional

- At a convenient time in the Regional, you can visit the pits of other teams and ask members to talk about their projects, so you can chat and meet members from different teams.

3. Reviewing the website and social media accounts

- Most teams share their projects on their websites and social media accounts in order to reach a wider audience. You can stay informed by following these announcements.

4. Collaborating with teams

- In large-scale projects or projects where cooperation is needed, teams can join forces with different teams and carry out a joint project. Collaboration allows tasks to be shared more efficiently and quickly, which improves the quality of projects. Different talents and perspectives help to come up with creative solutions and innovative ideas.