



## **PRIVE HOTEL BODRUM CORPORATE COMMUNICATIONS POLICY**

Prive Hotel Bodrum's corporate communication and promotion policy is consistent with the hotel's vision, mission and values. All public relations, media, advertising, organisational and promotional activities are carried out in line with the hotel's corporate identity. The corporate communications policy is based on managing all information sharing between the hotel's academic and administrative units and stakeholders, as well as the message format, techniques and methods used in this sharing process, with a view to adding value to the organisation.

It ensures that strategic communication processes are carried out in an integrated manner in line with corporate reputation management, corporate brand, advertising and image management, crisis communication management, agenda management, senior management communication, public relations management, media relations management, corporate identity management and marketing management processes.

Prive Hotel Bodrum has adopted the following policies to fulfil its corporate communication objectives:

It organises messages to enhance the hotel's reputation, leadership, recognition and desirability, and to support its corporate image.

It manages media relations, writes press releases and distributes them to the press.

It prepares media interviews.

It organises television programmes related to agenda setting and agenda evaluation.

Designs traditional and digital materials for internal and external hotel events in line with the institution's image.

Ensures the planning of the website and social media accounts, and makes posts in line with the corporate identity.

Organises open days to ensure the university's accessibility.

Establishes direct communication with agencies through hotel tours and promotional fairs.

It carries out communication planning for artistic, scientific and cultural events at national and international level.

It prioritises sustainability and transparency in its work.

It follows national and international current affairs, sharing up-to-date information and assessments.

It produces original content and shares it with the public.

It effectively uses and manages all communication channels.