

<b>POLICY NO:</b>	PE 027
<b>POLICY TITLE:</b>	PUBLIC RELATIONS
<b>DEPARTMENT:</b>	PERSONNEL
<b>APPROVAL DATE:</b>	41-06-04
<b>REVISION DATE:</b>	18-04-05
<b>REVIEW DATE:</b>	15-05-09-PP (May 19, 2015)

**Policy Statement:**

The County of Vermilion River No. 24 recognizes that public relations opportunities at various conferences, meetings, workshops and during various events have value when they are attended with the long-term best interest of the County in mind.

**Definitions**

Events include but are not limited to:

1. tours
2. social events
3. recreational activities – participating or spectator
4. banquets

**Guidelines:**

Public Relations at events, meetings and at approved conferences/workshops will be encouraged within the following guideline:

1. public relations and attendance at above functions is expected to provide an opportunity to network / build relationships with prospective customers / partners, suppliers, peers, government agencies and others who have a common business interest with those attending
2. annual budget per department is not to exceed \$500
3. Managers or employees, with manager approval, can access this budget if a voucher is submitted with name of the event / meeting and the benefit / cost