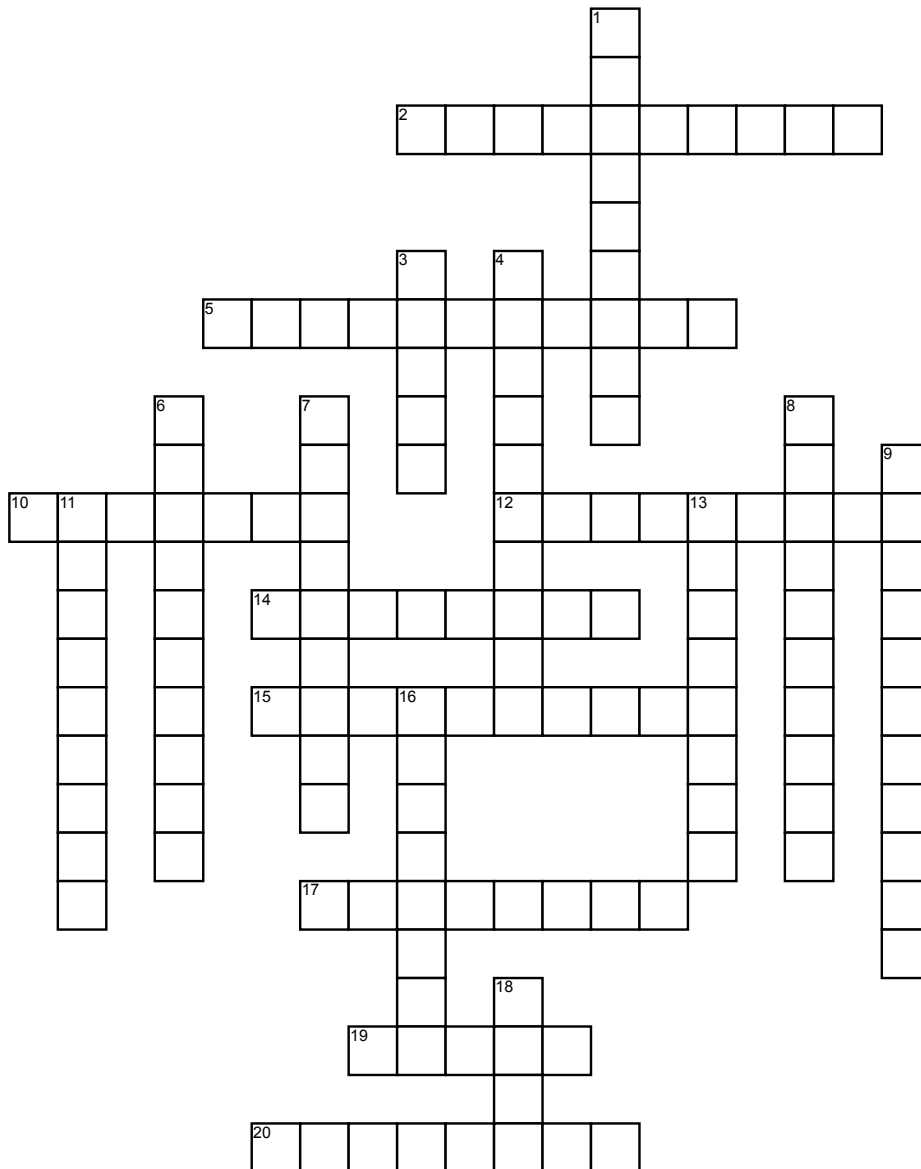


Name: \_\_\_\_\_

# Public relations activities



## **Across**

**2.** an event at which objects such as paintings are shown to the public, a situation in which someone shows a particular skill or quality to the public or the act of showing these things

**5.** the activity of making products or services known about and persuading people to buy them

**10.** to support a person, organization, or activity by giving money, encouragement, or other help

**12.** a plan of activities to be done or things to be achieved

**14.** the activity of trying to persuade someone in authority, usually an elected member of a government, to support laws or rules that give your organization or industry an advantage

**15.** the activity of controlling something, or of using or dealing with something in a way that is effective

**17.** a ceremony that includes speeches and activities

**19.** newspapers, magazines, television, and radio, considered as a group

**20.** a person who buys goods or services for their own use

## **Down**

**1.** the activity of making certain that someone or something attracts a lot of interest or attention from many people or the attention received as a result of this activity

**3.** a type of product made by a particular company

**4.** a particular area of study, especially a subject studied at a college or university

**6.** an event, sometimes lasting a few days, at which there is a group of talks on a particular subject or a meeting in which especially business matters are discussed formally

**7.** relating to a business, especially a large business

**8.** intended to make money, or relating to a business intended to make money

**9.** a law or set of laws that are being created

**11.** activity to advertise something

**13.** the relationships that exist between two people, organizations, or countries, and whether these are good or bad

**16.** the people, considered as a group, who watch or listen to a performance, movie, public event, etc., either together in one place or separately

**18.** a company or business, especially a small one