Abstract,

To learn about the implementation of public relations strategy in 'Weber Shandwick Sharing Session' CSR programs that held in Weber Shandwick firm. In addition, to provide understanding and knowledge of the company's promotional activities are carried out in raising the desired profit.

The research method used was qualitative research methods. I noticed a social phenomenon through a complex picture, the company reports of the respondents view of the activities and through interaction with the students who participated and corporate clients.

The results obtained the authors of the strategy of public relations conducted by Weber Shandwick has not run well, especially the PR PENCILS component in the publication of the CSR program 'Weber Shandwick Sharing Session'.

The conclusion that the authors found that promotional activities are needed to improve the image and understanding of the company Weber Shandwick PR Consultant.

Keyword: Public Relations, Corporate Social Responsibility, Qualitative, Data Triangulation.