

Planning and Managing Public Relations Campaigns

25 – 29 July 2027
Online

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Introduction

This PR Campaign Management training is essential for any business aiming to integrate Public Relations Campaigns into its operations. Public relations campaigns help drive strategic organizational change, shape public perceptions, and build reputation with key stakeholders. Well-planned and executed campaigns are a cost-effective way to change perceptions and enhance stakeholder value. In this course, participants will learn how to plan and manage public relations campaigns effectively, ensuring they meet business goals, manage risks, and deliver measurable results.

Course Objectives

The main objectives of this training are to:

- Examine the variety of PR campaigns and the specific purposes they aim to achieve.
- Develop a problem-solving approach to align PR campaign strategies with business objectives.
- Learn how to plan PR campaigns by setting clear, measurable objectives with specific behavioral outcomes.
- Study a range of successful campaigns to evaluate different strategies, media use, and channels.
- Measure and mitigate the risks that come with increased media and public scrutiny during a campaign.
- Learn how to evaluate PR campaigns to demonstrate their success to the business and refine future campaign strategies.

Course Outlines

Day 1: Public Relations in Business

- Overview of the scope and role of public relations in an organization.
- Assessing your current PR situation.
- Setting objectives for PR to meet business needs.
- Planning framework for effective campaigns.
- Costing a campaign and setting a budget.
- Writing a comprehensive campaign proposal.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Day 2: Setting Campaign Objectives and Themes

- A problem-solving approach to PR campaign objectives.
- Applying communication theory in the campaign process.
- Translating business objectives into a practical campaign concept.
- Resource allocation and scheduling for campaigns.
- Developing a Message House to align communication.
- Storytelling and creativity in messaging.

Day 3: Choosing the Right Media Mix

- Identifying your target audience and understanding stakeholder perceptions.
- Choosing the right media for your campaign and audience.
- Generating news and features to capture media attention.
- What makes a story newsworthy? Understanding the media's perspective.
- Organizing events, invitations, and press releases.

Day 4: Social Media and Influence

- Leveraging in-house media for campaign success.
- The impact of photography and video in enhancing campaign messages.
- Utilizing social media platforms in PR campaigns.
- Influencers and testimonials as tools to amplify your message.
- The role of the corporate website in PR campaigns.
- Crisis management and creating contingency plans.

Day 5: Evaluation and the Planning Cycle

- Building an in-house PR campaigns team.
- Managing and assessing campaign performance.
- Hiring external help and maximizing results.
- Evaluating campaigns to measure success and outcomes.
- How to report on campaign results effectively.
- Personal action planning to enhance future campaign management skills.

Why Attend This Course? Wins & Losses!

Attending this course offers numerous benefits that will help you enhance your strategies in managing public relations campaigns:

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- Learn how to develop a successful public relations campaign aligned with business goals.
- Gain expertise in crisis management in public relations and how to prepare contingency plans.
- Explore best practices in public relations campaigns and successful PR campaigns worldwide.
- Understand how to manage and leverage social media and influencers to increase campaign reach.
- Learn the PR campaign planning process from start to finish, including setting campaign objectives, choosing the right media, and executing campaign evaluations.
- Gain insight into the importance of crisis management in public relations, especially when a campaign encounters negative press.

Conclusion

By attending this Planning & Managing PR Campaigns course, you will significantly improve your ability to develop and manage effective public relations campaigns. Whether you are looking to create a successful PR campaign or manage crisis communication with confidence, this course provides you with the tools, techniques, and knowledge necessary to plan and execute successful campaigns. Learn from real-world examples of successful public relations campaigns, refine your strategy, and build your confidence in leading impactful PR campaigns.

Register today to unlock the full potential of your PR campaign management skills and drive strategic organizational success!

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