

# Planning and Managing Public Relations Campaigns

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# Planning and Managing Public Relations Campaigns

## Introduction

This PR Campaign Management training is a must for any business aiming to employ Public Relations Campaigns as part of their business operation. Public relations campaigns can help drive strategic organisational change, build public perceptions, and drive reputation with key stakeholders. Well-planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organisation.

## Training Objectives of Planning & Managing PR Campaigns

- Examine the range of PR campaigns and the purposes that they can achieve
- Develop a problem-solving approach to match PR campaign strategy to business objectives
- Plan PR campaigns to meet needs setting clear objectives with behavioural outcomes and measurable results
- Examine a wide range of successful campaigns to judge the different strategies and use of channels and media
- Measure risk presented during a campaign by increased public and media scrutiny and plan to mitigate these risks
- Learn how to evaluate PR campaigns to demonstrate success to the business and to develop campaign methodology

## Planning & Managing PR Campaigns Training Outlines

### Day 1

#### Public Relations in Business

- An Overview of the Scope and Role of Public Relations in an Organisation
- Assessing Your PR Situation
- Setting Objectives to Meet Your Business Needs
- Planning Framework for Campaigns
- Costing a Campaign
- Writing Your Campaign Proposal

### Day 2

#### Setting Campaign Objectives and Themes

- A Problem Solving Approach
- The Campaign Process and Communications Theory
- Translating Objectives into a Practical Campaign Concept
- Resource Allocation and Scheduling

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

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- The Development of a Message House
- Storytelling and Creativity in Messaging

### Day 3

#### Choosing the Right Media Mix

- Identifying your Target Public
- Assessing What Your Stakeholders Think of You
- Choosing the Right Media for the Right Audience
- News and Feature Generation
- Is it a story - What's in it for the media?
- Events, Invitations, and Press Releases

### Day 4

#### Social Media and Influence

- Involving Your "in-house" Media
- Using Photography and Video
- Social Media in Campaigns
- Using Influencers and Testimonials
- The Role of the Corporate Website
- Crisis Management and Contingencies

### Day 5

#### Evaluation and the Planning Cycle

- Building the In-house Campaigns Team
- Assessing and Managing Performance
- Buying in Help - What to look for and get the best results?
- Evaluating Campaigns
- Campaign Reporting
- Personal Action Planning

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.



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