

Planning and Managing Public Relations Campaigns

Toronto (Canada)

23 - 27 September 2024

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Planning and Managing Public Relations Campaigns

Code: PR28 From: 23 - 27 September 2024 City: Toronto (Canada) Fees: 5700 Pound

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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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
- 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

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