BLACKBIRD FOR TRAINING

Planning and Managing Public Relations Campaigns comprehensive course

Lisbon (Portugal)

6 - 17 October 2025

Planning and Managing Public Relations Campaigns comprehensive course

Code: PR28 From: 6 - 17 October 2025 City: Lisbon (Portugal) Fees: 7400 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.

Course Objectives

- 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.

Course Outlines

Day 1: The Strategic Role of Public Relations in Business

- 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.

Day 2: Planning and Executing Media Campaigns

- Planning Framework for Campaigns.
- Costing a Campaign.
- Writing Your Campaign Proposal.
- Setting Campaign Objectives and Themes.

Day 3: Analytical Approaches in Campaigns

- A Problem-Solving Approach.
- The Campaign Process and Communications Theory.

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- Translating Objectives into a Practical Campaign Concept.

Day 4: Resource Management and Message Development

- Resource Allocation and Scheduling.
- The Development of a Message House.
- Storytelling and Creativity in Messaging.
- Choosing the Right Media Mix.

Day 5: Audience Targeting and Media Selection

- Identifying your Target Public.
- Assessing What Your Stakeholders Think of You.
- Choosing the Right Media for the Right Audience.
- News and Feature Generation.

Day 6: Media Engagement and Social Media Strategies

- Is it a story - What's in it for the media?
- Events, Invitations, and Press Releases.
- Social Media and Influence.

Day 7: Enhancing Campaigns through In-House Media and Multimedia

- Involving Your "in-house" Media.
- Using Photography and Video.
- Social Media in Campaigns.

Day 8: Leveraging Influencers and Managing Crises

- Using Influencers and Testimonials.
- The Role of the Corporate Website.
- Crisis Management and Contingencies.

Day 9: Campaign Evaluation and Team Development

- Evaluation and the Planning Cycle.
- Building the In-house Campaigns Team.
- Assessing and Managing Performance.

Day 10: Hiring External Help, Campaign Evaluation, and Reporting

- Buying in Help - What to look for and get the best results?
- Evaluating Campaigns.
- Campaign Reporting.
- Personal Action Planning.

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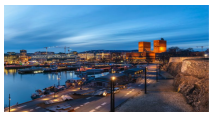
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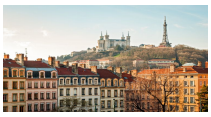
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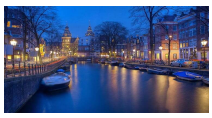
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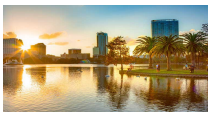
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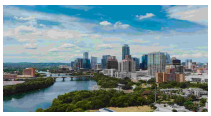
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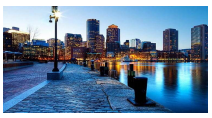
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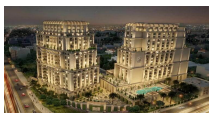
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