

Planning and Managing Public Relations Campaigns
comprehensive course

Sharm El-Sheikh (Egypt)

19 - 30 January 2025

UK Training

PARTNER



Planning and Managing Public Relations Campaigns comprehensive course

Code: PR28 From: 19 - 30 January 2025 City: Sharm El-Sheikh (Egypt) Fees: 6200 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.

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

UK Training
PARTNER

- 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.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com



UK Training
PARTNER

The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.