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## PR Campaign Management & Planning Date: View Online -- Venue: View Online-- Fee: £5,000

**Overview:**

A continuously improving public relations strategy will help build public perception, improve reputation amongst chief stakeholders and drive strategic organisational change. Expertly planned PR campaigns can be used as a profitable method of altering public perception and increasing stakeholder value.

This expertly constructed program will implement a theoretical, practical and problem solving approach to the structure of specific PR campaigns. By designing the campaign strategy around the organisational objectives a strong reinforcement of key ideas and strategies can be implemented.

Delegates will develop the skills required to plan, design, cost, execute and evaluate effective campaign strategies using the wide range of PR media outputs available. Video examples and case studies are used throughout the program for clarity and practice.

**Coverage:**

* Vast wealth of practical examples
* Latest planning methodologies
* Personalised coaching and constructive criticism
* Implement your own personality and ideas into your content
* ‘PR Take-away Toolkit’ to be used after course completion

**Objectives**

* Examine the different types of PR campaigns that have been created and their intended purpose
* Develop a system to match PR campaign strategy with the objectives of the organisation
* Measuring PR campaign results
* Examine the different strategies across a wide range of PR campaigns and how the use of media and other channels were implemented
* Measure risk associated with a PR campaign and how to deal with increased public and media examination
* Evaluate your PR campaign in order to explain to your organisation its success and contribution towards the business

**How this helps your organisation?**

* Utilise the potential of the organisations PR department
* Experience increased revenue and reach business objectives through the use of well executed campaigns
* Enhance the organisations reputation and public perception
* Identify risks before they arise

## How this helps you personally?

* Develop an effective methodology for communicating within the workplace
* Create Action Plans for use in all aspects of your skillsets
* Learn to sell your ideas to senior management
* Evaluate your campaigns properly and communicate its results to your management to ensure you are efforts are recognised.
* To build confidence and mastery through personal coaching and advice

**Course Structure**

**Producing an effective PR Campaign**

* Introduction to Public Relations
* Senior management perception of PR
* How to monetize reputation
* The risks associated with PR campaigns
* Case Study example (what works and what doesn’t)
* Practical exercise
* Discuss evaluation

**Campaign Problem Solving**

* The underlying principles of reputation
* GAP analysis
* PR use in organisational strategy and identifying problems
* How to choose the correct problem solving methodology
* Problem analysis methodologies; SWOT, PEST, research, stake holder analysis
* Force Field Analysis
* How to identify risk within a campaign

**PR Campaign Planning & Cost Analysis**

* Identify potential decision points within the campaign execution process
* Critical path analysis
* Scheduling techniques
* How to prepare a budget
* How to anticipate costs and risks associated with campaign execution
* Identify stakeholder relationships to the PR campaign
* Case Study Practice

**Delivery, Media Outputs and Evaluation**

* Discuss strategy and tactics used during the execution process
* Crisis Media Relation
* Environmental Issues
* Media Relations
* The underlying fundamentals of evaluation
* Techniques used for research
* The role of social media in public relations

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £5,000