PUBLIC RELATIONS | PR-014

# Public Relations and Successful Campaigns

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# Course content

## Why Attend

Effective public relations is essential for building organizational reputation, strengthening stakeholder trust, managing communication during change, and delivering successful campaigns that support strategic objectives. This course provides participants with practical knowledge and proven techniques for planning, implementing, evaluating, and managing public relations campaigns across traditional, digital, and emerging communication channels.

## Course Methodology

The course combines instructor-led presentations, practical workshops, campaign planning exercises, case studies, group discussions, media simulations, stakeholder mapping activities, and real-world public relations scenarios.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of public relations in organizational success
- Develop integrated public relations campaigns aligned with business objectives
- Build and protect organizational reputation through effective communication
- Analyze stakeholders and develop targeted communication strategies
- Manage media relations and crisis communication effectively
- Measure campaign effectiveness and demonstrate communication value
- Present and implement successful public relations strategies

## Target Audience

- Public relations professionals
- Corporate communications specialists

# Course content

## Target Audience

- Marketing and brand managers
- Corporate affairs professionals
- Government relations professionals
- Media relations officers
- Communication managers
- Professionals responsible for stakeholder engagement

## Target Competencies

- Public relations management
- Campaign planning
- Media relations
- Corporate communication
- Reputation management
- Stakeholder engagement
- Crisis communication
- Strategic communication

## Course outline

### Day 1: Strategic Public Relations and Reputation Management

- Understanding the strategic role of public relations in organizational success
- Evaluating the relationship between corporate reputation and organizational performance
- Exploring corporate affairs and public affairs communication strategies
- Understanding the opportunities and challenges associated with public relations campaigns

# Course content

## Course outline

• Using strategic communication to support organizational change initiatives

• Developing communication programs aligned with business objectives and measurable outcomes

**Day 2: Stakeholder Engagement and Communication Strategy**

• Understanding the relationship between corporate identity, brand, image, and reputation

• Assessing organizational reputation using structured evaluation techniques

• Mapping stakeholders and identifying their communication needs and expectations

• Applying storytelling techniques to strengthen organizational messaging

• Developing message frameworks for consistent communication across audiences

• Selecting and monitoring communication channels to maximize campaign effectiveness

• Building crisis communication readiness through practical planning tools

**Day 3: Campaign Planning and Project Management**

• Designing integrated public relations campaigns that support strategic business goals

• Applying structured problem-solving approaches to campaign development

• Developing campaign schedules, budgets, and resource plans

• Identifying communication risks and developing mitigation strategies

• Defining stakeholder roles and responsibilities throughout campaign implementation

• Coordinating communication activities across multiple stakeholder groups and communication platforms

**Day 4: Media Relations, Digital Communication, and Campaign Delivery**

• Translating communication strategies into effective tactical action plans

• Conducting environmental scanning to identify opportunities, risks, and emerging issues

• Developing proactive media relations strategies and engagement plans

• Managing media communications during crisis situations

# Course content

## Course outline

• Evaluating communication channels for maximum reach and effectiveness

• Leveraging influencers, digital media, and strategic partnerships to amplify campaign impact

**Day 5: Campaign Evaluation and Organizational Impact**

• Building organizational support and securing leadership commitment for communication initiatives

• Applying research methods to evaluate campaign effectiveness and stakeholder engagement

• Presenting campaign outcomes and strategic recommendations to senior management

• Integrating communication campaigns into broader organizational reporting and performance measurement

• Demonstrating communication value through measurable business outcomes

• Final workshop: Designing, presenting, and evaluating a complete public relations campaign with personal action planning and course review

# Seminar dates

## Available seminar dates

Live dates and pricing for Public Relations and Successful Campaigns generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| Dates on request | Venue on request | Classroom | **Contact us** |

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| **Live online option** | Online delivery is available at €1,850.-. |