informatech

PUBLIC RELATIONS | COURSE

Public Relations Campaigns: From Planning to Execution

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Course content

Why Attend

We cannot emphasize enough how important it is to plan ahead for your public relations program. A public relations (PR) plan is imperative to a professional, comprehensive campaign. According to modern day research, more than 50% of new businesses fail the first year. Why? Lack of proper planning and resources in their PR function. If you find it challenging to write a PR plan or find it daunting to execute, do not worry, this course will have you covered. By attending this highly engaging and interactive course, you will be guided through a road map which will give you the knowledge and skills necessary to create and implement a successful PR campaign.

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to function effectively and efficiently in a multilateral environment. The course is built on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and solutions.

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

• List and define PR concepts and differentiate between PR and advertising

• Create and implement a PR plan

• List contributions of PR campaigns to strategic management

• Manage a crisis using PR

• Explain the importance of organizational and corporate image

• Measure PR effectiveness

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

• Planning and organizing

• Leading and directing

• Analyzing and evaluating

• Inspiring and building rapport

• Communication skills

Course content

Course outline

PR recap

- PR: definitions, concepts
- Stakeholders in PR
- The many components of PR
- Key differences between PR and advertising

Creating and implementing a public relations plan

- PR plan: definition and needs
- Characteristics of a PR plan
- SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
- Target audience(s)
- Goals (what we hope to accomplish)
- Objectives (what needs to be done)
- Key messages: simple and descriptive
- Strategy (methods to accomplish objectives)
- Tactics (deadlines and cost)
- Timeline and responsibilities

Contributions of PR campaigns to strategic management

- PR and strategic management
- Taking a strategic approach
- What can PR accomplish
- Environmental scanning

Course content

Course outline

- Internal and external environment
- Managing issues

Crisis management using PR

- Defining and identifying a crisis
- Remembering the rules in a crisis
- Phases of a crisis
- The disclosure principle
- The symmetrical communication principle
- The relationship principle
- The accountability principle

Importance of the organizational image

- Public opinion (attitudes, opinions, actions)
- Building the organizational image
- Variables of managing the image
- Image and reputation management
- From identity to reputation
- Relationship management

Measuring PR effectiveness

- Purpose of evaluation (output, outcome)
- Evaluating (process and goals)
- Matching objectives and results

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Course outline

- Measurement (production, exposure)
- Weaknesses of the traditional approach
- Measurement techniques

Seminar dates

Available seminar dates

Live dates and pricing for Public Relations Campaigns: From Planning to Execution generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
3 - 7 August 2026	Rome - Italy	Classroom	**€4,250.-**
7 - 11 September 2026	Munich - Germany	Classroom	**€3,450.-**
12 - 16 October 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
9 - 13 November 2026	London - U.K	Classroom	**€4,200.-**
14 - 18 December 2026	Istanbul - Turkey	Classroom	**€2,850.-**

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