

## Public Relations Campaigns: From Planning to Execution



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Transforming  
Business *for Good*



# 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.

## Course Methodology

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.

## Course Objectives

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

## Target Audience

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

## Target Competencies

- 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  
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

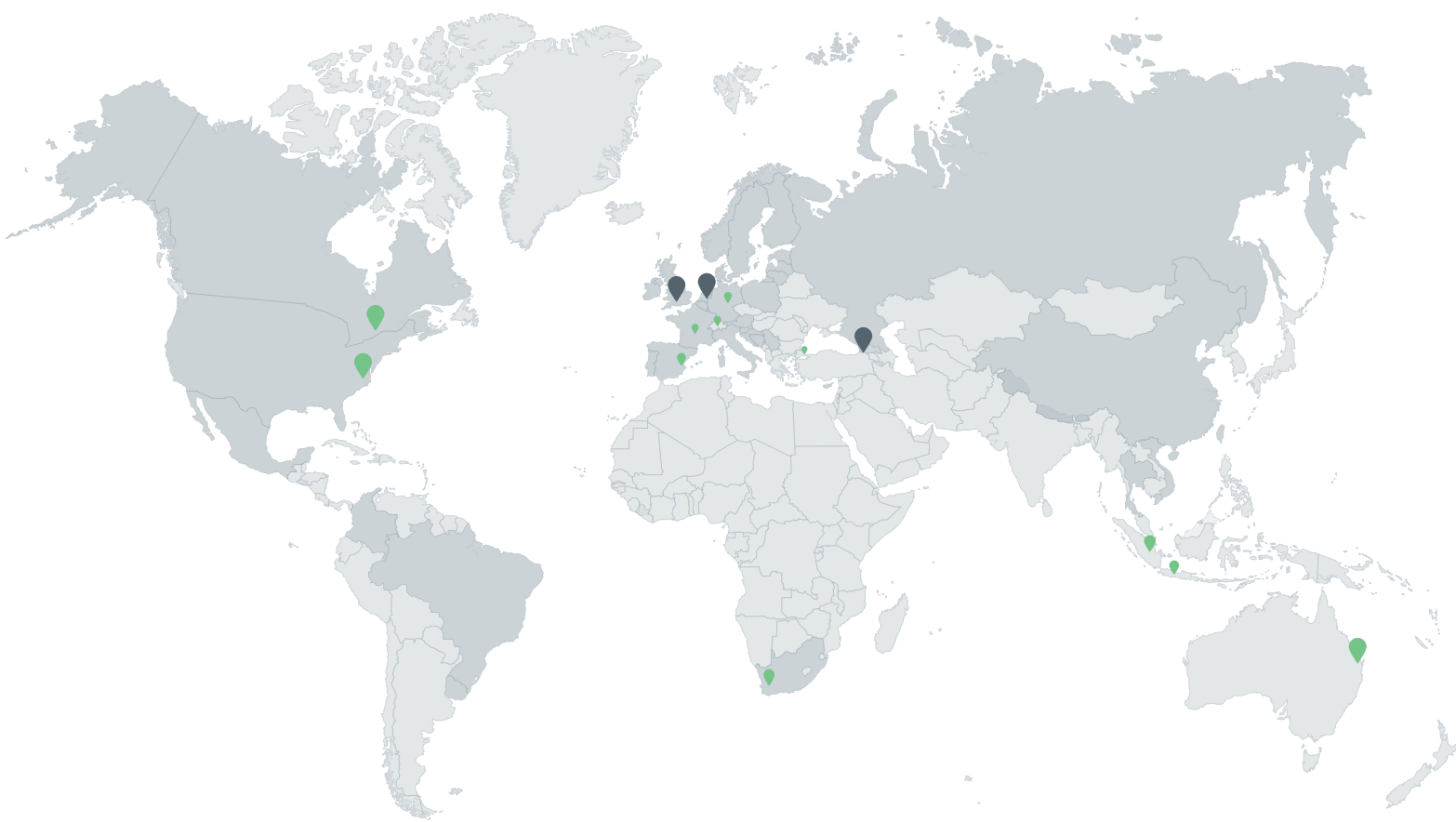
Purpose of evaluation (output, outcome)  
Evaluating (process and goals)  
Matching objectives and results  
Measurement (production, exposure)  
Weaknesses of the traditional approach  
Measurement techniques

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