

Planning and Managing PR Campaigns

DAY 1

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
- Planning Framework for Campaigns
- Costing a Campaign
- Writing Your Campaign Proposal

DAY 2

Setting Campaign Objectives and Themes

- A Problem Solving Approach
- The Campaign Process and Communications Theory
- Translating Objectives into a Practical Campaign Concept
- Resource Allocation and Scheduling
- The Development of a Message House
- Storytelling and Creativity in Messaging

DAY 3

Choosing the Right Media Mix

- Identifying your Target Publics
- Assessing What Your Stakeholders Think of You
- Choosing the Right Media for the Right Audience
- News and Feature Generation
- Is it a story – What's in it for the media?
- Events, Invitations and Press Releases

DAY 4

Social Media and Influence

- Involving Your “in-house” Media
- Using Photography and Video
- Social Media in Campaigns
- Using Influencers and Testimonials
- The Role of the Corporate Website
- Crisis Management and Contingencies

DAY 5

Evaluation and the Planning Cycle

- Building the In-house Campaigns Team
- Assessing and Managing Performance
- Buying in Help – *What to look for and getting the best results?*
- Evaluating Campaigns
- Campaign Reporting
- Personal Action Planning