

Public Relations Campaigns – From Planning to Execution Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-06-16

End Date: 2026-06-20

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: P,CS,SAMC

Course Code: P,CS,SAMC-22

Syllabus

Course Syllabus

Introduction

This program is designed for:

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

Objectives

- Explain the importance of organizational image.
- Create and implement a PR plan.
- Manage a crisis using PR means.

PR Recap

- What is PR
- Public RR
- The Many Components of PR
- Key Difference between PR and Advertising

Creating and Implementing a Public Relations Plan

- Situation Analysis (S.W.O.T.)
- Target Audience(s)
- Goals (What Do We Hope to Accomplish?)
- Objectives (What Needs to be Done?)
- Key Messages
- Strategy
- Tactics
- Timeline

Contributions of PR Campaigns to Strategic Management

- Environmental Scanning
- Issues Management
- Crisis Management
- Relationship Management
- Reputation Management

Crisis Management Using PR Means

- 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 Organizational Image

- Public Opinion
- Image and Reputation Management
- From Identity to Reputation
- Relationship Management

Measuring PR Effectiveness

- Public Opinions and Surveys
- Audits