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Global Learning for Operational Leaders

PUBLIC RELATIONS | PR-008

Planning and Managing PR Campaigns

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Course content

Why Attend

Successful PR campaigns help organizations build reputation, strengthen stakeholder trust, influence public perception, and support business goals. Modern campaigns require strategic planning, strong execution, effective media use, and measurable outcomes. This course provides participants with practical tools to design, manage, budget, deliver, and evaluate high-impact public relations campaigns in today's dynamic communication environment.

Course Methodology

• This course uses an interactive and practical approach through presentations, case studies, campaign planning workshops, group discussions, media simulations, problem-solving exercises, and real workplace examples.

Course Objectives

• Understand the strategic value of PR campaigns

• Link PR campaigns with business objectives and reputation goals

• Apply problem-solving tools in campaign planning

• Build schedules, budgets, and stakeholder plans

• Select effective communication channels and media strategies

• Manage crisis communication and campaign risks

Target Audience

• Public Relations Professionals

• Corporate Communication Teams

• Marketing Managers

• Media Relations Staff

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Course outline

Detailed course outline

Day-by-day outline for Planning and Managing PR Campaigns.

Day 1 - Effective PR Campaigns

• Introduction to senior management perspectives on PR

• Impact of globalisation on modern PR

• Origin of PR and its relation to social science

• Impact of PR on building and protecting reputation

• Purpose of PR campaigns, their uses, and risks

• Case studies identifying success and failure factors

Day 2 - Problem-Solving Approach to Campaigns

• Main components of reputation: brand, identity, and image

• Steps of using gap analysis to assess reputation

• Link between business strategy and problem identification

• Problem-solving methods used in PR

• Desk research

• Stakeholder analysis

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Day 3 - Planning and Costing Campaigns

• Campaign stages and decision points

• Preparing schedules using critical path analysis

• Costing the plan and preparing the budget

• Identifying risks and developing mitigation strategies

• Identifying stakeholders and their campaign impact

• Coordinating campaigns across stakeholder groups

Day 4 - Channels, Delivery, and Evaluation

• Transition from strategy into action

• Environmental planning and its significance in PR

• Main components of a media relations plan

• Crisis media relations and best management practices

• Research tools and methods

• Evaluating channel effectiveness and media use

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Day-by-day outline for Planning and Managing PR Campaigns.

Day 5 - Effective Delivery in Organisation

• Risk management approaches in PR campaigns

• Strategies for handling crisis and contingencies

• Winning support and selling ideas internally

• Importance of body language in communicating proposals

• Integrating campaigns into media and company reporting

• Best practices for effective delivery of PR campaigns

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Seminar dates

Available seminar dates

Live dates and pricing for Planning and Managing PR Campaigns generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Kuala lumpur	Classroom	**€1,575**
8 - 12 June 2026	Amsterdam	Classroom	**€2,940**
15 - 19 June 2026	London	Classroom	**€2,975**
6 - 10 July 2026	Kuala lumpur	Classroom	**€1,575**
20 - 24 July 2026	Amsterdam	Classroom	**€2,975**
3 - 7 August 2026	London	Classroom	**€2,695**
10 - 14 August 2026	Barcelona	Classroom	**€2,975**

Live online option	Online delivery is available at €1,250.