

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

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.

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

- 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

Course outline

Detailed course outline

Module-by-module outline for Public Relations Campaigns: From Planning to Execution.

Module 1 - PR recap

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

Module 2 - 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)

Module 3 - 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

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Module 4 - 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

Module 5 - 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

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
15 - 19 June 2026	Munich	Classroom	€2,415
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Rome	Classroom	€2,975
7 - 11 September 2026	Munich	Classroom	€2,415
12 - 16 October 2026	Amsterdam	Classroom	€2,975
9 - 13 November 2026	London	Classroom	€2,940
14 - 18 December 2026	Istanbul	Classroom	€1,995

Live online option

Online delivery is available at €1,250.