

€ TRAINING

Planning and Managing PR Campaigns MBA



10 - 14 June 2024
Lisbon (Portugal)



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REF: X353 DATE: 10 - 14 June 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

Introduction:

The Planning and Managing PR Campaigns MBA program is an advanced training program aimed at equipping professionals with the strategic skills necessary to develop and execute successful public relations campaigns through a combination of theoretical insights and practical applications. Participants learn to craft comprehensive campaign strategies tailored to diverse organizational objectives and stakeholder needs within complex business environments.

Program Objectives:

At the end of this program the participants will be able to:

- Examine PR campaign range and purposes.
- Develop problem-solving strategies aligning PR with business objectives.
- Plan campaigns with clear objectives and measurable outcomes.
- Analyze successful campaign strategies and media use.
- Measure and mitigate risks from public and media scrutiny.
- Evaluate campaigns for business success and methodology.
- Utilize strategic tools to add organizational value.

Targeted Audience:

- PR Professionals
- Marketing Professionals.
- Middle and Senior Managers tasked with the direct delivery of campaigns or oversight of specialist sub-contractors.
- Senior Operational Managers with responsibility for managing teams whose role includes PR Campaigns.
- Senior Managers up to Board Level with responsibility for the strategic use of Public Relations.

Program Outlines:

Unit 1:

Effective PR Campaigns:

- Perceptions of PR among senior managers.
- The global information village.
- Putting a cash value on reputation and the PR that builds it.
- PR campaigns - their use and their risks.
- Case study examples - what works and what does not.
- Practical example - tackling a business challenge and evaluation.

Unit 2:

Problem-Solving Approach to Campaigns:

- Brand, identity, and image, the basis of reputation.
- Assessing your reputation and the use of "gap" analysis.
- The origins of PR and its foundations in the social sciences.
- Business strategy and problem identification.
- Problem-solving methods - choosing the right one.
- Problem analysis - desk research, stakeholder analysis, PEST, and SWOT.
- Setting measurable objectives.
- Force field analysis and risk identification.

Unit 3:

Planning and Costing Campaigns:

- Identifying the stages of the campaign and decision points.
- Preparing an effective schedule - critical path analysis.
- Critical path analysis.
- Costing the plan and preparing a budget.
- Anticipating risk and planning to meet it.
- Identifying stakeholders and their role to the campaign.

- Coordinating campaign elements across stakeholder groups.

Unit 4:

Channels, Delivery, and Evaluation:

- Strategy Execution: From strategy to tactics.
- Environmental Analysis: Scanning external factors.
- Media Plan Development: Crafting media strategies.
- Crisis Management: Handling media crises.
- Evaluation Principles: Assessing PR effectiveness.
- Research Tools: Utilizing data collection methods.
- Media Channel Effectiveness: Leveraging social media, influencers.

Unit 5:

Effective Delivery in Your Organisation:

- Risk-management approach.
- Dealing with contingencies and winning support - selling ideas to others in the business.
- Presenting your case to senior management.
- Reading body language and other signals.
- Integrating your campaign into your media and company reporting.
- Ensuring that results are seen and credited.
- Personal action planning.