

Planning and Managing Public Relations Campaigns Course

2027 25 – 21
Cape Town (South Africa)

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Planning and Managing Public Relations Campaigns Course

~~R20223044~~ ~~2227481~~ **Location:** Cape Town (South Africa) **Fees:** 4200 GBP

Course Description

This comprehensive 5-day course equips PR professionals with the skills to plan, execute, and evaluate successful public relations campaigns. Participants will learn strategic planning techniques, creative tactics, stakeholder management, and measurement methods to drive impactful PR initiatives.

Learning Objectives

- Develop strategic PR campaign plans aligned with organizational goals
- Master creative tactics and messaging for diverse audiences
- Learn to manage stakeholders and resources effectively
- Acquire skills in campaign measurement and evaluation
- Gain practical experience through real-world case studies and exercises

Course Modules

Day 1: Strategic Campaign Planning

- PR campaign fundamentals and best practices
- Situation analysis and goal setting
- Audience identification and segmentation
- Developing campaign objectives and strategies

Day 2: Creative Tactics and Messaging

- Crafting compelling key messages
- Selecting appropriate PR tools and channels
- Content creation for various media
- Storytelling techniques for PR campaigns

Day 3: Stakeholder and Resource Management

- Identifying and engaging key stakeholders
- Building and managing PR teams
- Budget planning and resource allocation
- Working with agencies and external partners

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Day 4: Digital PR and Social Media Strategies

- Integrating digital tactics into PR campaigns
- Social media campaign planning and execution
- Online reputation management
- Influencer partnerships and collaborations

Day 5: Measurement, Evaluation, and Optimization

- Setting KPIs and success metrics
- Tools and techniques for campaign tracking
- Analyzing campaign performance and ROI
- Continuous improvement and optimization strategies

Practical Wins for Participants

- Create a comprehensive PR campaign plan for a real-world scenario
- Develop a crisis communication strategy for a hypothetical PR challenge
- Design a measurement framework to evaluate campaign effectiveness
- Build a digital PR toolkit with templates and resources for future campaigns

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