



Public Relations Campaigns – From Planning to Execution Training

Description

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.
- List contributions of PR campaigns to strategic management.
- Measure PR effectiveness.

Content

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

- Output
- Outcome
- Matching Objectives and Results
- Management By Objectives (MBO)
- Public Opinions and Surveys
- Audits