Planning and Managing PR Campaigns Mini Masters

11 – 15 July 2027
Kuala Lumpur (Malaysia)



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MERCURY

Planning and Managing PR Campaigns Mini Masters

Ref: 5012_255544 **Date:** 11 – 15 July 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction to Planning and Managing PR Campaigns:

Sustained public relations campaigns are pivotal in driving strategic organizational change, creating favorable public perceptions, and managing the reputation with key stakeholders. In this planning and managing PR campaigns course, you will learn about and understand what PR management is, the first step in recognizing the importance of PR planning. Well-conceived and executed campaigns provide a cost-effective method for altering perceptions and augmenting organizational stakeholder value.

This empowering program is crafted to adopt a problem-solving angle in the design of PR campaigns. In this planning and managing PR campaigns course, you will Align the campaign intricately with core business priorities and precise project objectives; the campaign design fortifies essential messages and underscores organizational strategy.

Participants in the planning and managing PR campaigns course will hone their skills to design, plan, cost, deliver, and assess campaigns utilizing a comprehensive spectrum of PR media and channels foundational to any aspiring PR manager training.

Targeted Groups:

- PR professionals.
- Marketing professionals.
- Middle and senior managers engaged in the delivery or oversight of campaigns.
- Senior operational managers are responsible for managing teams whose roles include PR campaigns.
- Executives and senior managers up to the Board Level are responsible for strategically deploying public relations.
- This planning and managing PR campaigns course is for individuals aiming to acquire critical modern skills to enhance their professional profile and knowledge.

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Course Objectives:

Participants in the planning and managing PR campaigns course will gain the ability to:

- Scrutinize the array of PR campaigns and the objectives they can accomplish, enhancing awareness of PR management solutions.
- Develop a problem-solving mindset to align the PR campaign strategy with the business goals, a vital aspect of planning PR campaigns.
- Strategize PR campaigns with definitive objectives, behavioral outcomes, and quantifiable results, highlighting the benefits of PR planning.
- Examine many successful campaigns to discern the varied strategies and utilization of channels and media.
- Evaluate the risk factor introduced during a campaign by increased public and media scrutiny and formulate plans to mitigate these risks.
- Master the assessment of PR campaigns to prove their value to the business and refine campaign methodologies, employing practical PR management tools.
- Select optimal tools to contribute value to the organization at a strategic plane.
- Develop personal action plans and learn techniques to sell ideas to top management.
- Arrange for campaign evaluation, ensuring the results are acknowledged within the organization.
- Build proficiency and confidence through personal coaching and advice.

Targeted Competencies:

- Planning and organizing
- Leading and directing
- Analyzing and evaluating
- Inspiring and building rapport
- Communication skills

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Course Content:

Unit 1: Effective PR Campaigns:

- Learn about the Views on PR among senior decision-makers, unveiling insights into the public relations management process.
- What is the concept of the global information village?
- Calculate the monetary worth of reputation through effective PR.
- Explore the usage and risks associated with PR campaigns.
- Illustrations through case studies - discerning effective from ineffective practices.
- Learn about the practical scenarios - addressing a business obstacle.
- Evaluation methodologies.

Unit 2: Problem-Solving Approach to Campaigns:

- Brand, identity, and image synergy are the bedrock of reputation.
- Understand reputation assessment using gap analysis - a critical PR management process.
- Learn about a historical perspective on PR and its roots in social sciences.
- Strategies in business and problem identification, answering what is planning in public relations.
- Select appropriate problem-solving techniques.
- Learn what in-depth problem analysis via desk research, stakeholder scrutiny, PEST, and SWOT analysis is.
- Establish quantifiable objectives.
- Conduct force field analysis for risk identification.

Unit 3: Planning and Costing Campaigns:

- Recognize the phases of the campaign and decision-making junctures.
- Develop an efficacious schedule with critical path analysis.
- Learn how to make budgetary considerations and financial plans.
- Risk anticipation and formulating counteractive plans.
- Identify stakeholders and their significance to the success of the campaign.
- Coordinate various campaign components across different stakeholder groups.

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Unit 4: Channels, Delivery, and Evaluation:

- What is the transition from strategic ideals to tactical actions?
- Conduct environmental scanning.
- Create a media relations scheme.
- Management of crisis media relations.
- Evaluation principles are a staple in any managing PR strategy.
- Understand the utilization of research tools and methodologies.
- Assess channel effectiveness and the strategic use of media.
- Social media and tools.
- Apply influencer strategies for amplified impact.

Unit 5: Effective Delivery in Your Organisation:

- Adopt a risk-management framework.
- Manage unforeseen events and contingencies.
- Earning support - pitching innovative ideas internally.
- Present a compelling case to senior management.
- Interpret body language and other subtle cues.
- Harmonize campaign activities with company reporting.
- Guaranteeing that outcomes are visible and credited.
- Formulate a personal action plan.