



Planning and Managing PR Campaigns Conference

21 – 25 December 2026
Amsterdam (Netherlands)



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Introduction:

Sustained public relations campaigns can help drive strategic organizational change, build public perceptions, and build reputation with key stakeholders. The importance of PR planning cannot be overstated, as well-planned and executed campaigns are a cost-effective means of changing perceptions and increasing an organization's stakeholder value.

This powerful PR campaign planning and management program takes a problem-solving approach to designing PR campaigns. By closely fitting the campaign to core business priorities and project objectives, campaign design reinforces key messages and organizational strategy.

Participants in this PR campaign planning and management conference will receive PR manager training and develop the skills to design, plan, cost, deliver, and evaluate campaigns using the full range of PR media and channels, emphasizing the benefits of PR planning.

What is Planning in Public Relations: The Essence of Strategic PR Management:

Understanding what planning is in public relations is crucial for every PR professional, and PR manager training provides the insights and strategies needed to execute effective campaigns. PR Public Relations management involves careful planning, strategic thinking, and precise execution to manage and lead successful PR campaigns.

Through this PR campaign planning and management conference, participants will delve into the planning PR campaign process, discover the importance of PR planning, and explore how meticulous planning contributes significantly to PR management. With a focus on planning and managing PR, this seminar will enhance the expertise of professionals in the field, ensuring they are equipped with the PR management solutions to shape their organization's public narrative.

Targeted Groups:

- PR Professionals.
- Marketing Professionals.
- Middle and Senior Managers are tasked with directly delivering campaigns or overseeing specialist sub-contractors.
- Senior Operational Managers with responsibility for managing teams whose role includes PR Campaigns.
- Senior Managers up to the Board Level with responsibility for strategically using Public Relations.
- People who want to acquire important modern skills can enhance their profiles and knowledge.

Conference Objectives:

At the end of this PR campaign planning and management conference, the participants will be able to:

- Examine the range of PR campaigns and the purposes that they can achieve.
- Develop a problem-solving approach to match the PR campaign strategy to business objectives.
- Plan PR campaigns to meet clear objectives with behavioral outcomes and measurable results.
- Examine various successful campaigns to judge the different strategies and use of channels and media.
- Measure risks presented during a campaign by increasing public and media scrutiny and plan to mitigate these risks.
- Learn how to evaluate PR campaigns to demonstrate business success and develop campaign methodology.
- Select and use the best PR management tools to add value to the organization at a strategic level.
- Develop personal action planning and understand how to 'sell' ideas to top management.
- Plan evaluation of the campaign so that results are recognized within the organization.
- Build confidence and mastery through personal coaching and advice.

Targeted Competencies:

At the end of this PR campaign planning and management conference, the target audience will:

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

Conference Content:

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.
- Evaluation.

Unit 2: Problem-Solving Approach to Campaigns:

- Brand, identity, and image are 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 in the campaign.
- Coordinating campaign elements across stakeholder groups.

Unit 4: Channels, Delivery, and Evaluation:

- From strategy to tactics.
- Environmental scanning.
- Developing a media relations plan.
- Crisis media relations.
- Principles of evaluation.
- Research tools and methods.
- Channel effectiveness and use of media.
- Social media and tools.
- Using influencer strategies to multiply effectiveness.

Unit 5: Effective Delivery in Your Organisation:

- Risk management approach.
- Dealing with contingencies.
- 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.