



أكاديمية الزمالة العربية البريطانية  
Arab British Academy Fellowship  
A.B.A.F





## Public Relations Campaigns: From Planning to Execution



### Why Attend

We cannot emphasize enough how important it is to plan ahead for your public relations program. A public relations (PR) plan is imperative to a professional, comprehensive campaign. According to modern day research, more than 50% of new businesses fail the first year. Why? Lack of proper planning and resources in their PR function. If you find it challenging to write a PR plan or find it daunting to execute, do not worry, this course will have you covered. By attending this highly engaging and interactive course, you will be guided through a road map which will give you the knowledge and skills necessary to create and implement a successful PR campaign.

### Course Methodology

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to function effectively and efficiently in a multilateral environment. The course is built on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and solutions.

### Course Objectives

By the end of the course, participants will be able to:

- List and define PR concepts and differentiate between PR and advertising
- Create and implement a PR plan



- List contributions of PR campaigns to strategic management
- Manage a crisis using PR
- Explain the importance of organizational and corporate image
- Measure PR effectiveness

## Target Audience

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

## Target Competencies

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



- **PR recap**
  - PR: definitions, concepts
  - Stakeholders in PR
  - The many components of PR
  - Key differences between PR and advertising
- **Creating and implementing a public relations plan**
  - PR plan: definition and needs
  - Characteristics of a PR plan
  - SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
  - Target audience(s)
  - Goals (what we hope to accomplish)
  - Objectives (what needs to be done)
  - Key messages: simple and descriptive



- Strategy (methods to accomplish objectives)
- Tactics (deadlines and cost)
- Timeline and responsibilities
  
- **Contributions of PR campaigns to strategic management**
  
- PR and strategic management
- Taking a strategic approach
- What can PR accomplish
- Environmental scanning
- Internal and external environment
- Managing issues
  
- **Crisis management using PR**
  
- 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 the organizational image**
  
- Public opinion (attitudes, opinions, actions)
- Building the organizational image
- Variables of managing the image
- Image and reputation management
- From identity to reputation
- Relationship management
  
- **Measuring PR effectiveness**
  
- Purpose of evaluation (output, outcome)
- Evaluating (process and goals)
- Matching objectives and results
- Measurement (production, exposure)
- Weaknesses of the traditional approach
- Measurement techniques





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