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# 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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