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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Planning and Managing PR Campaigns MBA

Code	City	hotel	Start	End	price	Language - Hours
PR-316SA	Riyadh	Hotel Meeting Room	2027-06-06	2027-06-10	9950 SR	En - 25

Introduction

Sustained public relations campaigns can help drive strategic organisational change, build public perceptions and drive reputation with key stakeholders. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organisation.

This powerful programme takes a problem solving approach to the design of PR campaigns. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organisational strategy. Participants will develop the skills to design, plan, cost, deliver and evaluate campaigns using the full range of PR media and channels. Case study examples in print and video will be used throughout. Action planning for the workplace to put ideas into action is a strong feature of the programme.

Highlights of the programme include:

- Powerful planning tools
- A wealth of practical examples and frameworks
- Personal coaching and advice
- Incorporation of your own content into the programme giving real, useable outputs
- A practical and theoretical toolkit for use beyond the course

Objectives

- To examine the range of PR campaigns and the purposes that they can achieve
- To develop a problem-solving approach to match PR campaign strategy to business

objectives
- To plan PR campaigns to meet need setting clear objectives with behavioural outcomes and measurable results
- To examine a wide range of successful campaigns to judge the differing strategies and use of channels and media
- To measure risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks
- To learn how to evaluate PR campaigns to demonstrate success to the business and to develop campaign methodology

Training Methodology

The programme is activity and discussion based. Formal presentations will be balanced by a range of case-studies, practice problems and group discussions. Sharing the experience of the participants is an important feature and delegates will have the opportunity to discuss their own projects or challenges in an environment focussing on solving those problems. Real examples presented on DVD are a strong part of the course.

Organisational Impact

Communicating effectively with key stakeholders is vital to the delivery of business goals.

This programme demonstrates how:

- PR can be a key element of business strategy through coherent and focused campaigns.
- Clear business results can be driven by well planned campaigns
- Reputation and Brand can be enhanced through well designed campaigns

- Risks involved in raising profile can be identified and mitigated
- Results can benefit all of your key stakeholders

Personal Impact

The seminar examines a wide range of communications issues, skills and opportunities. As well as developing further personal competencies.

The seminar helps participants:

- To develop a more effective approach to communication in the workplace
- Select and use the best tools to add value to the organisation 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 recognised within the organisation
- To build confidence and mastery through personal coaching and advice

SEMINAR OUTLINE

DAY 1

Effective PR Campaigns

- Welcome and introduction
- 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
- An introduction to evaluation

DAY 2

A Problem-Solving Approach to Campaigns

- Brand, identity and image, 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

DAY 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
- Practice case-studies
- Identifying stakeholders and their role in relation to the campaign
- Co-ordinating campaign elements across stakeholder groups

DAY 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

DAY 5

Putting it all together – Effective Delivery in Your Organisation

- A 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 own media and company reporting
- Ensuring that results are seen and credited
- Personal action planning

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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