PR & Media · PR121

PR Campaigns Managing and Planning

Dubai · 20 - 24 Dec 2026

Date	Venue	Duration
20 - 24 Dec 2026	**Dubai**	**1 Week**
Fee	Ref	Language
£3,650 GBP	**PR121**	**English**

Introduction

This PR Campaign Management training course may be required for any company that wants to use PR campaigns as part of their business operations.
Public relations campaigns can aid in the implementation of strategic organisational change, the development of public perceptions, and the enhancement of reputation among key stakeholders. Strategically and effectively executed campaigns are a cost-effective way for a corporation to change perceptions and increase stakeholder value.
This effective PR Campaign Management training course approaches PR campaign planning as a problem-solving exercise. Campaign design reinforces key messages and organisational strategy by closely matching the campaign to core business priorities as well as project objectives. Print case study examples will be used throughout. Workplace action planning to put ideas into action could be a strong feature of the training course.

Highlights of this training course include:

- Powerful Planning Tools
- Practical Examples and Frameworks
- Personal Coaching and Advice
- Incorporation of Your Own Content Giving Real, Useable Outputs
- A Practical and Theoretical Toolkit to be used beyond the course

Course Objectives of PR Campaigns Managing and Planning

To Examine the range of PR campaigns and therefore the purposes that they will achieve

- To Develop a problem-solving approach to match PR campaign strategy to business objectives
- To Plan PR campaigns to satisfy the need to set clear objectives with behavioural outcomes and measurable results
- To Examine a good range of successful campaigns to gauge the different strategies and use of channels and media
- To Measure risk presented during a campaign by increased public and media scrutiny and to decide to mitigate these risks

- To find out how to gauge PR campaigns to demonstrate success to the business and to develop campaign methodology

Course Methodology of PR Campaigns Managing and Planning

This PR Campaign Management training course is activity and discussion based. Formal presentations are going to be balanced by a variety of case studies, practice problems, and group discussions. Sharing the experience of the participants is a crucial feature and delegates will have the chance to debate their own projects or challenges in an environment that specialises in solving those problems.

Organisational Impact of PR Campaigns Managing and Planning

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

This training course demonstrates how:

- PR is often a key element of business strategy through coherent and focused campaigns
- Clear business results are often driven by well-planned campaigns
- Reputation and Brand are often enhanced through neat campaigns
- Risks involved in raising profile are often identified and mitigated
- Results can benefit all of your key stakeholders
- Maximum effect is often achieved for the minimum financial outlay

Personal Impact of PR Campaigns Managing and Planning

This PR Campaign Management training course examines a good range of communications issues, skills and opportunities. also as developing further personal competencies, and can help participants:

- To develop a simpler approach to communication within the workplace
- Select and use the simplest tools to feature value to the organisation at a strategic level
- Develop personal action planning and understand the way to ‘sell’ ideas to top management
- Plan evaluation of the campaign in order that results are recognised within the organisation
- To develop creativity in communication
- To build confidence and mastery through personal coaching and advice

Target Audience of PR Campaigns Managing and Planning

This PR Campaign Management training course has been designed for PR practitioners/professionals and for senior professionals elsewhere within the organisation who want to use PR / communications tools to best effect in meeting business objectives.
This training course is additionally relevant to anyone likely to possess responsibility for the delivery of PR Campaigns for his or her organisation but is comparatively new to the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of campaigns or oversight of 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 the strategic use of PR

Course Outlines of PR Campaigns Managing and Planning

DAY 1

Public Relations in Business

- An Overview of the Scope and Role of PR in a corporation
- Assessing Your PR Situation
- Setting Objectives to satisfy Your Business Needs
- Planning Framework for Campaigns
- Costing a Campaign
- Writing Your Campaign Proposal

DAY 2

Setting Campaign Objectives and Themes

- A Problem-Solving Approach
- The Campaign Process and Communications Theory
- Translating Objectives into a Practical Campaign Concept
- Resource Allocation and Scheduling
- The Development of a Message House
- Storytelling and Creativity in Messaging

DAY 3

Choosing the proper Media Mix

- Identifying your Target Publics
- Assessing What Your Stakeholders consider You
- Choosing the proper Media for the proper Audience
- News and have Generation
- Is it a story – What’s in it for the media?
- Events, Invitations and Press Releases

DAY 4

Social Media and Influence

- Involving Your “in-house” Media
- Using Photography and Video
- Social Media in Campaigns
- Using Influencers and Testimonials
- The Role of the company website
- Crisis Management and Contingencies

DAY 5

Evaluation and therefore the Planning Cycle

- Building the In-house Campaigns Team
- Assessing and Managing Performance
- Buying in Help – What to seem for and getting the simplest results?
- Evaluating Campaigns
- Campaign Reporting

- Personal Action Planning

Register or ask about this course online
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