

Planning and Managing Effective PR Campaigns (5-Day Course)

Media & Public Relations
Dubai (UAE)
24 - 28 Aug 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a strategic or tactical theme.

Planning and Managing Effective PR Campaigns (5-Day Course)

Ref: 3313_128468 **Date:** 24 - 28 Aug 2025 **Location:** Dubai (UAE) **Fees:** 3900 **Euro**

Course Description

This comprehensive 5-day course equips participants with the skills to plan, execute, and manage successful public relations campaigns. Covering strategic planning, audience analysis, message development, media relations, and campaign evaluation, attendees will learn to create impactful PR initiatives that align with organizational goals and enhance stakeholder relationships.

Learning Objectives

- Develop strategic PR campaign plans aligned with organizational objectives
- Master techniques for audience analysis and message development
- Learn effective media relations and content creation strategies
- Understand digital and social media integration in PR campaigns
- Acquire skills in campaign measurement, evaluation, and reporting

Course Modules

Day 1: Foundations of PR Campaign Planning

- Introduction to PR campaign management
- Setting campaign goals and objectives
- Conducting situation analysis and research
- Identifying target audiences and stakeholders

Day 2: Strategic Message Development

- Crafting compelling key messages
- Developing campaign themes and narratives
- Creating persuasive content for various channels
- Storytelling techniques for PR campaigns

Day 3: Media Relations and Content Distribution

- Building and maintaining media relationships
- Writing effective press releases and pitches
- Organizing press conferences and media events
- Leveraging owned, earned, and paid media

Day 4: Digital and Social Media Integration

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a silver pawn, a silver knight, and a gold king. The background shows concentric circles emanating from behind the king piece.

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- Incorporating social media into PR campaigns
- Creating engaging online content
- Managing online reputation and crisis communication
- Utilizing influencer partnerships

Day 5: Campaign Execution, Measurement, and Evaluation

- Developing campaign timelines and budgets
- Managing campaign teams and resources
- Measuring campaign effectiveness and ROI
- Reporting results and making data-driven decisions

Practical Wins for Participants

- Create a comprehensive PR campaign plan for a real-world scenario
- Develop a media kit and press release for a hypothetical product launch
- Design a social media content calendar for a month-long campaign
- Prepare a campaign evaluation report with actionable insights

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