

€ TRAINING

Mastering Planning and Managing PR
Campaigns

A group of four smiling professionals (three men and one woman) in a meeting setting, wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office environment.

6 - 10 October 2025
Rome (Italy)



Mastering Planning and Managing PR Campaigns

REF: X353 DATE: 6 - 10 October 2025 Venue: Rome (Italy) - Fee: 5940 Euro

Introduction:

This advanced training program is designed to equip professionals with the strategic skills necessary to develop and execute successful public relations campaigns. Through it, participants will learn to craft comprehensive campaign strategies tailored to diverse organizational objectives and stakeholder needs within complex business environments.

Program Objectives:

At the end of this program the participants will be able to:

- Design and implement PR campaigns that enhance organizational reputation and address business challenges.
- Apply various problem-solving methods and analytical tools to identify and address PR issues effectively.
- Create detailed campaign plans, schedules, and budgets while anticipating risks and coordinating stakeholder involvement.
- Implement media strategies and evaluate the effectiveness of PR efforts using appropriate research tools.
- Present campaign proposals confidently to senior management and integrate feedback into ongoing PR strategies.

Targeted Audience:

- PR Professionals.
- Marketing Professionals.
- 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 Board Level with responsibility for the strategic use of Public Relations.

Program Outlines:

Unit 1:

Effective PR Campaigns:

- 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.

Unit 2:

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.

Unit 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.
- How to identify stakeholders and their role to the campaign.

Unit 4:

Channels, Delivery, and Evaluation:

- Strategy Execution: From strategy to tactics.

- Environmental Analysis: Scanning external factors.
- Media Plan Development: Crafting media strategies.
- Crisis Management: Handling media crises.
- Evaluation Principles: Assessing PR effectiveness.
- Research Tools: Utilizing data collection methods.
- Media Channel Effectiveness: Leveraging social media, influencers.

Unit 5:

Effective Delivery in Your Organisation:

- Risk-management approach.
- Dealing with contingencies and 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 media and company reporting.
- Personal action planning.