



*Conference:
Planning and Managing PR Campaigns*

*19 - 23 October 2026
Madrid (Spain)*

Conference: Planning and Managing PR Campaigns

Conference code: CO8239 From: 19 - 23 October 2026 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

Introduction

This program emphasizes using public relations campaigns to drive strategic organizational change, build reputation, and enhance stakeholder value. It adopts a problem-solving approach, aligning campaigns with business priorities and objectives. Participants gain skills to design, plan, and evaluate campaigns using various PR media, supported by case studies and action planning. The conference offers practical tools, examples, and personal coaching for immediate workplace application. Attendees leave with a toolkit for long-term use.

Objectives

- To examine the range of PR campaigns and the purposes that they can achieve
- To develop a problem-solving approach to match the PR campaign strategy to business objectives
- To plan PR campaigns to meet need setting clear objectives with behavioral outcomes and measurable results
- To examine a wide range of successful campaigns to judge the different 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

Methodology

The conference 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.

Organizational Impact

- 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

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

Outlines

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 the 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

Registration form on the Conference: Planning and Managing PR Campaigns

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