



*Training Course:
Planning and Management of Public Relations
Campaigns*

*27 April - 1 May 2026
London (UK)*

Training Course: Planning and Management of Public Relations Campaigns

Training Course code: RR236402 From: 27 April - 1 May 2026 Venue: London (UK) - Training Course Fees: 5775 € Euro

Introduction

This course in managing public relations campaigns is essential for any organization aiming to use PR campaigns as part of its business operations. Public relations campaigns can help drive organizational and strategic change, build public perceptions, and enhance reputation among key stakeholders. Well-planned and well-executed campaigns are a cost-effective way to change perceptions and increase stakeholder value for the organization.

Course Objectives:

- Examine the scope of public relations campaigns and the purposes they can achieve.
- Develop a problem-solving approach to align public relations campaign strategy with business objectives.
- Plan public relations campaigns to meet needs and set clear objectives with measurable behavioral outcomes.
- Examine a wide range of successful campaigns to judge different strategies and the use of channels and media.
- Measure risks that arise during campaigns due to increased public and media scrutiny and plan to mitigate these risks.
- Learn how to evaluate public relations campaigns to demonstrate business success and develop campaign methodology.

Target Audience:

- Managers and heads of international public relations departments and sections.
- Managers and heads of local public relations departments and sections.
- Candidates seeking positions in public relations.
- Anyone wishing to develop their skills and experience and who sees the need for this course.

Course Outline:

Day 1:

- Public relations in the business world

- Overview of the scope and role of public relations in the organization
- Assessing the state of your public relations
- Setting objectives to meet your business needs
- Campaign planning framework
- Campaign costing
- Writing your campaign proposal

Day 2:

- Identifying campaign objectives and themes
- Problem-solving approach
- Campaign process and communication theory
- Translating objectives into a practical campaign concept
- Resource allocation and scheduling
- Developing the message house
- Storytelling and creativity in messaging

Day 3:

- Selecting the right media mix
- Identifying the target audience
- Assessing stakeholder perceptions of you
- Choosing the right medium for the right audience
- News and feature generation
- Is it a story - what's in it for the media?
- Events, invitations, and press releases

Day 4:

- Social media and influence
- Engaging "internal" media

- Using photography and video
- Social media in campaigns
- Using influencers and testimonials
- The role of the company website
- Crisis and emergency management

Day 5:

- Evaluating campaign planning
- Building the internal campaign team
- Performance evaluation and management
- Buying support - what to look for and getting the best results
- Campaign evaluation
- Campaign reports
- Personal action plan

Registration form on the Training Course: Planning and Management of Public Relations Campaigns

Training Course code: RR236402 From: 27 April - 1 May 2026 Venue: London (UK) - Training Course Fees: 5775 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.