



*Training Course:
Public Relations & Integrated Marketing
Communications*

*15 - 19 March 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Public Relations & Integrated Marketing Communications

Training Course code: RR235702 From: 15 - 19 March 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction:

This training program offers an in-depth exploration of Public Relations PR and Integrated Marketing Communications IMC, designed to help professionals craft compelling narratives, build strong relationships, and create cohesive marketing strategies. Participants will learn to integrate PR efforts with modern marketing tools, effectively managing brand communication across various channels.

Target Audience:

- PR professionals and managers
- Marketing and brand managers
- Communication officers
- Business development executives
- Professionals transitioning into PR or IMC roles

Objectives:

By the end of this program, participants will:

- Understand the fundamentals of PR and IMC and their role in brand communication.
- Develop strategies for building and maintaining a positive brand image.
- Master the art of storytelling and media relations.
- Create cohesive IMC campaigns that integrate digital and traditional channels.
- Evaluate and measure the impact of PR and IMC strategies.

Outlines:

Day 1:

Fundamentals of PR & IMC

- Overview of PR and IMC

- Understanding the PR-IMC connection
- Building a brand through PR
- Key principles of IMC: consistency and synergy
- Case studies: Successful PR-IMC campaigns

Day 2:

Crafting the PR Narrative

- Essentials of storytelling in PR
- Writing effective press releases and statements
- Media relations: Building and maintaining media contacts
- Crisis communication and reputation management
- Practical exercise: Crafting a press release

Day 3:

IMC Strategy Development

- Key components of an IMC strategy
- Aligning PR efforts with marketing goals
- Choosing the right communication channels
- Integrating digital marketing tools into IMC
- Workshop: Developing an IMC campaign framework

Day 4:

Digital PR and Media Integration

- Role of social media in PR and IMC
- Managing influencer partnerships
- Creating engaging content for digital platforms
- Monitoring and managing online brand reputation
- Hands-on activity: Designing a social media campaign

Day 5:

Measuring Success and ROI

- KPIs for PR and IMC campaigns
- Tools and techniques for campaign evaluation
- Reporting insights to stakeholders
- Challenges in measuring PR-IMC effectiveness
- Final group project: Presenting a PR-IMC campaign

Registration form on the Training Course: Public Relations & Integrated Marketing Communications

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