



*Conference:  
Planning and Managing PR Campaigns*

*2 - 6 May 2027  
Dubai (UAE)*

## Conference: Planning and Managing PR Campaigns

Conference code: CO8239 From: 2 - 6 May 2027 Venue: Dubai (UAE) - Conference Fees: 5390 € 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

### Target Audience

This program is designed for:

- Public Relations Managers and Officers
- Corporate Communications Professionals
- Media Relations Specialists
- Marketing and Brand Management Professionals
- Corporate Affairs and Reputation Management Professionals
- Digital and Social Media Specialists
- Crisis Communication and Stakeholder Engagement Professionals
- Business Development and Customer Relations Managers
- Government Relations and Community Relations Professionals
- Executives responsible for organizational image and strategic communication
- Professionals seeking to enhance their skills in PR campaign planning, media management, and reputation building

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

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Full Name (Mr / Ms / Dr / Eng): .....  
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### Company Information

Company Name: .....  
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City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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- ☐ Please find enclosed a cheque made payable to Global Horizon
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