

The Future of PR Evaluation

*An intensely practical one-day workshop on
ways to prove the value of PR.*

*It is for both in-house PR executives
and those in consultancy.*

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Proving the worth of a PR campaign is probably the biggest bugbear of any PR manager or account handler. The industry has debated how to prove the value of PR for decades. It has never quite come up with a definitive answer.

This workshop looks at how much should be invested in evaluation, which are the best tools for the job and what are the arguments for and against each.

Delegates learn how to:

- Understand what evaluation is, why it isn't used and the different mindsets needed
- Apply the seven principles of evaluation
- Avoid common faults in briefing and objective setting
- Distinguish between quantitative and qualitative methodologies and understand when to use each of them
- Set realistic budgets for evaluating.



PR Training Provider

www.henshallcentre.com

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COURSE CONTENT

The Argument For Evaluation

Defining what you mean by evaluation. The advantages of evaluation and the reasons why we don't do it more. Incorporating evaluation into your PR campaigns. Setting aside appropriate budgets for accurate evaluation. Output, out-take, outcome: a different mindset for evaluation.

Creating the Evaluation Environment for your PR Activity

The seven principles of evaluation. The importance of objective setting. Aims, goals and objectives. Writing measurable objectives for PR campaigns. The hierarchy of objectives and its impact on attitudes and beliefs.

Common faults in briefs for PR evaluation.

Quantitative Evaluation Techniques

Message uptake and *Acid tests*. How they work. Their advantages and disadvantages. Weighting systems. How they work and how to use them.

Share of voice. How it works and when (and when not) to use it in a campaign. *Opportunities To See* systems. Their weaknesses and their redeeming features.

Advertising Value Equivalents. Their weaknesses and their redeeming features. *Tracking studies*. How to manage them. What do they show?

The importance of pre, post and actual testing.

Qualitative Evaluation Techniques

Measuring and monitoring attitude and belief behaviour. *Likert scales*. How they work and what they show. *Semantic differential scales*. How they work and what they show. Devising questionnaires that get results. The nine types of question.

Organising and managing focus groups.

Net Performer Scores: the future of PR evaluation.

The perfect evaluation toolkit.