

How to Audit Communications

An intensely practical one-day workshop that gives you the skills to undertake your own audit and use the data to maximum effect.

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

PROFESSIONAL
£365*

*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.



Aims of the course

Delegates gain a clear understanding of why it is important to measure the impact of PR and communications activity. They see how to use an audit to sharpen communication strategies.

They are given practical tools and tips for undertaking a communications audit.

Practical exercises use both qualitative and quantitative data, so that delegates can apply what they learn in their workplace.

Delegates learn how to:

- Audit all types of communications, like: media relations; internal communications; stakeholder relations; and corporate reputation
- Understand the roles of qualitative and quantitative research and how the two work together
- Develop audits which suit their budget and aims
- Evaluate the data and what it tells them
- Use the data to develop communications strategies
- Use the data to support increasing PR resources

COURSE CONTENT

Why do you need a communications audit?

Establishing communications as a management tool. The audit as part of developing communications strategy. What a communications audit can deliver.

The audit toolkit

What can be audited? The different roles and types of both quantitative and qualitative research.

A practical exercise shows delegates how to use the two types of research for maximum impact.

What resources will you need? Auditing on a shoe string. Tips for controlling the costs.

What needs to be audited?

Identifying key stakeholders and audiences. How to audit: media relations; marketing campaigns; branding; internal communications; publications; stakeholder relations; and corporate reputation.

Evaluating the results

Understanding the data. Using it to make practical changes. Delegates undertake practical exercises that show how to link data with making real improvements to communications strategies and practice.

The communications strategy

Establishing your baseline.

Setting communications objectives and priorities. How to develop measurements for communications.

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PR Training Provider