

Managing PR Campaigns

**An intensely practical two-day workshop
on creating professional PR campaign plans
and supervising their successful implementation.**

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

PROFESSIONAL
£525*



*For companies in the PRCA or delegates in the CIPR. Full price £635+VAT.

Aims of the course

Delegates learn how to prepare professional, written PR plans which win the support of senior management, guide PR staff and both state and achieve their own objectives.

They study proven systems for implementing the plan effectively and to time and budget.

Delegates learn how to:

- Structure and write PR plans
- Relate PR objectives to the goals of their organisation
- Break a PR strategy into plans of action, each focused on achievable goals
- Manage the creative process of having good ideas
- Calculate budgets for implementing action plans
- Motivate and control their team day to day and under stress
- Evaluate the results of the campaign



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Structuring a PR Plan

How to design a written PR plan that both wins the support of senior management and directs the action of PR staff.

Identifying Campaign Strategy

How PR contributes to corporate strategy. Using SWOT analysis to align the two.

The Nature of Corporate Communications

The psychology of mass communication. The differences between corporate personality, identity and image.

Creating PR Plans of Action

Dividing a campaign strategy into clear, achievable plans of action. Defining objectives. Setting timetables.

Setting Budgets

Budgeting time and expense. How to work them both out. Allowing for the unexpected.

Organising & Motivating Staff

Getting the most out of your team. Letting your team get the most out of their work.

Managing Creativity

Proven systems for having good ideas. Getting fun into focus.

Setting Goals

Matching goals to people. Setting timescales. Organising feedback.

Monitoring Systems

How to design reporting systems that work. Simple cross checks to beat cheating.

Evaluating Results

Recognising the difference between the work completed and the effect achieved.

Plan your training

Managing PR Campaigns covers the skills needed to prepare and implement a professional PR campaign plan.

It is a natural companion to *Developing PR Strategy*, which looks at setting priorities amongst multiple campaigns and carrying top management with you.

The courses are self-contained. They can be taken in any order.