



Online Training Course

# Public Relations & Successful Campaigns

*Keys to Corporate Reputation*

## UPCOMING SESSION

29 Aug - 02 Sep 2021  
11:00 to 16:00 Dubai [GMT +4]  
Fees: \$2,350

## ONLINE TRAINING COURSE OVERVIEW

PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. Sustained public relations campaigns can help build public perceptions, develop reputation with key stakeholders and drive strategic organisational change. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organisation. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organisational strategy. Participants will develop the skills to design, plan, cost, deliver and evaluate campaigns using the full range of PR media and channels.



## ONLINETRAININGCOURSEOBJECTIVES

By attending this Anderson online training course, delegates will be able to:

- Develop a problem-solving approach to match PR strategy to business objectives
- Critically examine the PR campaigns and the purposes that they can achieve
- Plan PR campaigns to meet need setting clear objectives with behavioural outcomes and measurable results
- Develop clear strategies for the use of channels and media
- Measure risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks
- Learn how to evaluate PR to demonstrate success to the business and to develop PR methodology

## DESIGNED FOR

This Anderson online training course is suitable for a wide range of professionals but will particularly benefit:

- Those who want to develop their strategic communication skills
- Those seeking a 'refresher' to enhance their PR skills
- Communications professionals who want to update their professional skill set
- PR managers, PR Executives & PR Officers
- Marketing Professionals, Branding, product, & marketing managers
- Corporate Communications and Public Affairs Professionals

## THE COURSE CONTENT

**Amongst a wide range of valuable topics, the following will be prioritised:**

- Putting a value on reputation and the PR that builds it
- Corporate Affairs and Public Affairs approaches
- Brand, identity and image, the basis of reputation
- Stakeholder mapping, listening constructively to your stakeholders
- Creating campaigns to meet business objectives
- Critical path analysis, costing the plan and preparing a budget
- Environmental scanning, opportunities and risks
- Developing a media relations plan and crisis media relations
- Winning support - consulting others in the organisation effectively
- Integrating your campaigns into your own media and company reporting

### THE CERTIFICATE :

*An Anderson e-Certificate will be provided to delegates who attend and complete the online training course*