



## Public Relations & Successful Campaigns

### Keys to Corporate Reputation

#### ► Training Details

##### 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.

##### Online Training Course Objectives

**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

#### ► Training Details

##### Day One: Effective PR in a Media Environment

- Putting a value on reputation and the PR that builds it
- Corporate Affairs and Public Affairs approaches
- PR campaigns – their use and their risks
- External Communication as a change agent
- Evaluation to develop programmes and match outcomes to organisational needs

## Day Two: A Problem-Solving Approach

- ▶ Brand, identity and image, the basis of reputation
- ▶ Assessing your reputation and the use of 'gap' analysis
- ▶ Stakeholder mapping, listening constructively to your stakeholders
- ▶ The importance of narrative and storytelling
- ▶ The Message matrix / message houses
- ▶ Communications channels mapping and monitoring
- ▶ A crisis management toolkit

## Day Three: Planning and Costing Campaigns

- ▶ Creating campaigns to meet business objectives
- ▶ A problem-solving approach
- ▶ Critical path analysis, costing the plan and preparing a budget
- ▶ Anticipating risk and planning to meet it
- ▶ Identifying stakeholders and their role in relation to the campaign
- ▶ Co-ordinating campaign elements across stakeholder groups

## Day Four: Channels, Delivery and Evaluation

- ▶ From strategy to tactics
- ▶ Environmental scanning, opportunities and risks
- ▶ Developing a media relations plan
- ▶ Crisis media relations
- ▶ Channel effectiveness and use of media
- ▶ Using influencer strategies to multiply effectiveness

## Day Five: Putting it all together - Effective Delivery in Your Organisation

- ▶ Winning support - consulting others in the organisation effectively
- ▶ Research and evaluation
- ▶ Presenting your case to senior management
- ▶ Integrating your campaigns into your own media and company reporting
- ▶ Ensuring that results are seen and credited
- ▶ Personal action planning

### ► Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

### ► The Certificate

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

### ► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

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