



PUBLIC RELATIONS

Planning and Managing PR Campaigns

Course code: PR-008

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Successful PR campaigns help organizations build reputation, strengthen stakeholder trust, influence public perception, and support business goals. Modern campaigns require strategic planning, strong execution, effective media use, and measurable outcomes. This course provides participants with practical tools to design, manage, budget, deliver, and evaluate high-impact public relations campaigns in today's dynamic communication environment.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, campaign planning workshops, group discussions, media simulations, problem-solving exercises, and real workplace examples.

Who Should Attend

Public Relations Professionals
Corporate Communication Teams
Marketing Managers
Media Relations Staff
Brand Managers
Government Communication Officers
Anyone involved in campaign planning and

— Learning Objectives

- Understand the strategic value of PR campaigns
- Link PR campaigns with business objectives and reputation goals
- Apply problem-solving tools in campaign planning
- Build schedules, budgets, and stakeholder plans
- Select effective communication channels and media strategies
- Manage crisis communication and campaign risks
- Measure campaign effectiveness and outcomes
- Deliver professional PR campaigns with confidence

— Course Outline

DAY 1

Effective PR Campaigns

- Introduction to senior management perspectives on PR
- Impact of globalisation on modern PR
- Origin of PR and its relation to social science
- Impact of PR on building and protecting reputation
- Purpose of PR campaigns, their uses, and risks
- Case studies identifying success and failure factors

DAY 2

Problem-Solving Approach to Campaigns

- Main components of reputation: brand, identity, and image
- Steps of using gap analysis to assess reputation
- Link between business strategy and problem identification
- Problem-solving methods used in PR
- Desk research
- Stakeholder analysis
- PEST analysis
- SWOT analysis
- Force field analysis and risk identification methodologies

DAY 3

Planning and Costing Campaigns

- Campaign stages and decision points
- Preparing schedules using critical path analysis
- Costing the plan and preparing the budget
- Identifying risks and developing mitigation strategies
- Identifying stakeholders and their campaign impact
- Coordinating campaigns across stakeholder groups

DAY 4

Channels, Delivery, and Evaluation

- Transition from strategy into action
- Environmental planning and its significance in PR
- Main components of a media relations plan
- Crisis media relations and best management practices
- Research tools and methods

- Evaluating channel effectiveness and media use
- Role of social media and influencing strategies

DAY
5

Effective Delivery in Organisation

- Risk management approaches in PR campaigns
- Strategies for handling crisis and contingencies

- Winning support and selling ideas internally
- Importance of body language in communicating proposals
- Integrating campaigns into media and company reporting
- Best practices for effective delivery of PR campaigns

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Istanbul - Türkiye	€1,925
12 - 16 October 2026	Amsterdam - Netherlands	€2,100
9 - 13 November 2026	Istanbul - Türkiye	€1,600
16 - 20 November 2026	Paris - France	€2,200
7 - 11 December 2026	Barcelona - Spain	€2,100
14 - 18 December 2026	Munich - Germany	€2,125
21 - 25 December 2026	Kuala Lumpur - Malaysia	€1,400
4 - 8 January 2027	Kuala Lumpur - Malaysia	€1,400

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.