



Consulting and Training | Reach New Heights

Course Name

Public Relations Monitoring and Measurement

Sector Name

Sales, Marketing and Customer Service

Document Type

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Public Relations Monitoring and Measurement

Course Introduction

This program has been meticulously designed to provide you with a deep understanding of the subject matter while equipping you with practical skills that you can apply in real-world scenarios.

Throughout this course, we will delve into the fundamentals, foster critical thinking, enhance your communication abilities, and ultimately empower you to achieve measurable outcomes.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist

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Learning Objectives

- ✓ Gain a comprehensive understanding of the fundamental concepts and principles related to the subject matter, ensuring they have a strong knowledge foundation.
- ✓ Obtain practical skills, tools, and techniques that they can apply in real-world situations, enhancing their ability to perform specific tasks or solve practical problems.
- ✓ Think critically, analyze information, and make informed decisions, fostering a more analytical and problem-solving mindset.
- ✓ Enhance communication skills, enabling them to convey information clearly, persuasively, and adaptively, both in written and verbal forms.
- ✓ Demonstrate measurable outcomes, such as improved performance, increased productivity, or the successful completion of specific projects or tasks related to the training content.

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Course Outline

✓ **01 Day One**

Introduction to PR Monitoring and Measurement

- ✓ Overview of PR monitoring and measurement concepts.
- ✓ Define PR goals and objectives.
- ✓ Explain the importance of monitoring and measurement in PR.
- ✓ Setting up a monitoring and measurement framework.
- ✓ Identify key performance indicators (KPIs) for PR campaigns.
- ✓ Discuss tools and technologies for PR tracking.

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Course Outline

✓ 02 Day Two

Media Monitoring and Analysis

- ✓ Understanding media monitoring.
- ✓ Explain the types of media (traditional and digital) relevant to PR.
- ✓ Demonstrate how to set up media monitoring alerts.
- ✓ Analyzing media coverage.
- ✓ Interpret media mentions and sentiment analysis.
- ✓ Identify trends and patterns in media coverage.

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Course Outline

✓ **03 Day Three**

Social Media Monitoring and Engagement

- ✓ Introduction to social media monitoring.
- ✓ Discuss the role of social media in PR.
- ✓ Explore social media monitoring tools and platforms.
- ✓ Engaging with the online community.
- ✓ Strategies for responding to comments and messages.
- ✓ Analyze social media metrics and engagement data.

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Course Outline

✓ 04 Day Four

PR Measurement Metrics

- ✓ Types of PR measurement metrics.
- ✓ Discuss outputs vs. outcomes.
- ✓ Explore common PR metrics like reach, impressions, and engagement.
- ✓ Setting up measurement dashboards.
- ✓ Create sample measurement dashboards using tools like Google Analytics or PR-specific software.
- ✓ Discuss how to track progress towards PR goals.

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Course Outline

✓ 05 Day Five

Reporting and Actionable Insights

- ✓ Crafting PR reports.
- ✓ Create sample PR reports with key metrics and analysis.
- ✓ Discuss how to present data effectively to stakeholders.
- ✓ Turning data into actionable insights.
- ✓ Identify areas for improvement based on data analysis.
- ✓ Develop strategies for optimizing future PR campaigns.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 14, 2027	March 18, 2027	5 days	4250.00 \$	KSA , Riyadh
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
April 12, 2027	April 16, 2027	5 days	4950.00 \$	England , London
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 \$	UAE , Dubai

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