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Course Name

Public Relations Campaigns: From Planning to Execution

Sector Name

Sales, Marketing and Customer Service

Document Type

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Public Relations Campaigns: From Planning to Execution

Course Introduction

Well-designed public relations campaigns help organizations build awareness, shape public perception, and achieve communication objectives through structured and strategic efforts. Successful PR campaigns require clear goals, targeted messaging, careful planning, effective media engagement, and measurable evaluation.

Public Relations Campaigns: From Planning to Execution is a practical 5-day program designed to guide participants through the full lifecycle of a PR campaign. The course covers campaign strategy development, audience analysis, message design, media planning, content creation, budgeting, implementation, and performance measurement.

Participants will gain the skills to design integrated PR campaigns that align with organizational objectives, engage target audiences effectively, and deliver measurable communication impact.

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Target Audience

✓ Public Relations Managers and Officers
✓ Corporate Communications Professionals
✓ Media Relations Specialists
✓ Marketing and Communications Executives
✓ PR Campaign Coordinators
✓ Spokespersons and Public Affairs Professionals

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Learning Objectives

- ✓ Understand the structure and stages of a successful public relations campaign
- ✓ Conduct audience and stakeholder analysis to inform campaign strategy
- ✓ Develop clear campaign objectives, key messages, and positioning
- ✓ Select appropriate communication channels and media platforms
- ✓ Plan campaign activities, timelines, and budgets
- ✓ Coordinate content creation and media engagement efforts
- ✓ Monitor campaign implementation and adjust tactics when needed
- ✓ Measure campaign performance using qualitative and quantitative indicators
- ✓ Prepare campaign evaluation reports and lessons learned

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Course Outline

✓ **DAY 1**

Fundamentals of PR Campaigns and Strategic Planning

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Course Outline

✓ **DAY 2**

Audience Analysis, Messaging, and Channel Selection

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Course Outline

✓ **DAY 3**

Campaign Planning, Budgeting, and Content Development

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✓ **DAY 4**

Campaign Execution, Media Engagement, and Monitoring

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✓ **DAY 5**

Campaign Evaluation, Reporting, and Continuous Improvement

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 $	UAE , Dubai
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 $	UAE , Dubai
March 22, 2027	March 26, 2027	5 days	4950.00 $	England , London
May 24, 2027	May 28, 2027	5 days	4250.00 $	UAE , Dubai

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