

PUBLIC RELATIONS | COURSE BROCHURE

Public Relations and Successful Campaigns

5 days | Classroom training | English

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Course content

Why attend

This course provides practical skills in public relations and campaign management, focusing on strategic communication, media relations, and audience engagement. Participants will learn to design and implement effective PR campaigns that enhance brand reputation and achieve organisational objectives.

Public relations professionals often face challenges in effectively communicating their messages to diverse audiences. Misalignment between campaign goals and public perception can lead to reputational damage and lost opportunities. Understanding how to craft compelling narratives and engage with stakeholders is essential for success in this field. This course addresses these challenges by equipping participants with the skills to analyse audience needs, develop strategic messaging, and execute campaigns that resonate. Practical exercises will enhance their ability to navigate media landscapes and respond to public inquiries, ensuring that they can uphold their organisation's reputation even in challenging circumstances.
Participants will develop practical capabilities in campaign planning, media engagement, and crisis communication. They will work on real-world scenarios to design PR strategies, assess media impact, and evaluate campaign effectiveness. This hands-on approach ensures that learners can apply their skills immediately in their professional roles. By simulating real-life situations, participants will practice decision-making and problem-solving, preparing them to handle unexpected challenges. Additionally, they will learn to measure the success of their campaigns through data analysis and stakeholder feedback, enabling them to refine their strategies continuously and achieve better outcomes in future initiatives.

Professional Problems This Course Is Designed to Solve

- Campaign objectives that are not connected to audience needs.
- Inconsistent messaging across communications channels.
- Difficulty evaluating campaign effectiveness and reputation risks.

Course methodology

The course employs a blend of case studies, group workshops, and role-playing exercises to simulate real-world public relations scenarios. Participants will analyse successful campaigns, engage in strategic planning sessions, and practice media interactions. Specific exercises include drafting press releases, creating media kits, and developing crisis communication plans. Outputs include campaign proposals, media kits, and evaluation reports, providing tangible evidence of learning and application. This interactive approach fosters collaboration and encourages participants to share insights, enhancing their understanding of public relations dynamics and best practices in a supportive environment. Participants will leave with practical tools and resources to implement in their roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse the components of a successful public relations campaign and identify key success factors.
• Design a strategic PR campaign proposal tailored to a specific audience and organisational goal.
• Evaluate the effectiveness of different media channels in reaching target demographics.
• Construct a media kit that includes press releases, backgrounders, and fact sheets for a campaign.
• Assess potential risks and develop a crisis communication plan for a hypothetical scenario.
• Justify the choice of communication strategies based on audience analysis and campaign objectives.

Target audience

This course is suitable for:
• Public Relations Specialists - responsible for managing communication strategies and brand image.
• Marketing Managers - involved in integrating PR campaigns with broader marketing efforts.
• Communications Officers - tasked with crafting messages and engaging with the media.
• Corporate Affairs Managers - focused on stakeholder engagement and reputation management.

Target competencies

Participants will develop competencies in:
• Strategic campaign design and implementation skills.
• Media relations and engagement techniques.
• Crisis communication management capabilities.
• Audience analysis and segmentation expertise.
• Evaluation and measurement of campaign effectiveness.
• Creative content development for various media formats.

Course outline

Day 1: Foundations of Public Relations

Applied activity: Participants will work in groups to analyse a well-known PR campaign, identifying its strengths and weaknesses based on the foundational concepts discussed. Each group will present their findings and recommendations for improvement, focusing on actionable insights and practical applications for future campaigns.
Output: A group presentation summarising the analysis, key learnings, and recommendations for the campaign.

09:00–09:54	Define public relations and its role in organisational success, including its impact on brand perception.



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09:54–10:48	Identify key components of effective communication strategies, such as messaging, timing, and audience targeting.
10:48–11:00	Explore the PR campaign lifecycle from planning and execution to evaluation and adjustment.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the PR campaign lifecycle from planning and execution to evaluation and adjustment. (continued)
12:12–13:06	Discuss ethical considerations in public relations practices and their implications for reputation management.
13:06–14:00	Examine case studies of successful PR campaigns to identify best practices and lessons learned.

Day 2: Strategic Campaign Planning

Applied activity: Using a fictional company, participants will develop a comprehensive campaign plan that includes objectives, messaging, and media strategies. They will present their plans to the class for feedback and refinement, ensuring clarity and effectiveness in their proposals.
Output: A detailed campaign proposal document outlining objectives, strategies, and media plans.

09:00–09:54	Conduct audience analysis to inform campaign strategies, focusing on demographics, psychographics, and behaviour.
09:54–10:48	Set measurable objectives for public relations campaigns that align with organisational goals and stakeholder expectations.
10:48–11:00	Develop a campaign messaging framework that articulates key messages and value propositions for target audiences.
11:00–11:30	**Coffee break**
11:30–12:12	Develop a campaign messaging framework that articulates key messages and value propositions for target audiences. (continued)
12:12–13:06	Identify appropriate media channels for target audiences, considering both traditional and digital platforms.
13:06–14:00	Create a timeline and budget for campaign execution, ensuring resource allocation aligns with strategic priorities.



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Day 3: Media Relations and Engagement

Applied activity: Participants will draft a press release for their campaign and practice pitching it to a mock panel of journalists. They will receive feedback on their presentation and messaging effectiveness, allowing for real-time improvements and adjustments to their approach.
Output: A polished press release and feedback summary from peers and instructors.

09:00–09:54	Understand the role of media in public relations and campaign success, including the influence of social media.
09:54–10:48	Develop skills for writing effective press releases and media advisories that capture attention and convey key messages.
10:48–11:00	Learn techniques for pitching stories to journalists and media outlets, focusing on relationship-building and follow-up strategies.
11:00–11:30	**Coffee break**
11:30–12:12	Learn techniques for pitching stories to journalists and media outlets, focusing on relationship-building and follow-up strategies. (continued)
12:12–13:06	Explore digital media strategies for engaging audiences online, including social media and content marketing tactics.
13:06–14:00	Build relationships with media representatives and influencers to enhance visibility and credibility.

Day 4: Crisis Communication Strategies

Applied activity: In groups, participants will simulate a crisis scenario, developing and presenting their communication response strategy. They will role-play as spokespersons and media representatives to practice real-time communication and decision-making, ensuring they can manage public perception effectively.
Output: A crisis communication plan and presentation detailing the response strategy.

09:00–09:54	Identify potential crises and their impact on public perception, including case studies of past crises.
09:54–10:48	Develop a crisis communication plan outlining key messages, spokesperson roles, and communication channels.
10:48–11:00	Practice responding to media inquiries during a crisis scenario, focusing on message consistency and transparency.
11:00–11:30	**Coffee break**
11:30–12:12	Practice responding to media inquiries during a crisis scenario, focusing on message consistency and transparency. (continued)



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12:12–13:06	Evaluate case studies of crisis management in public relations to identify effective strategies and common pitfalls.
13:06–14:00	Discuss the importance of transparency and accountability in maintaining trust during a crisis.

Day 5: Evaluating PR Campaign Success

Applied activity: Participants will evaluate a completed campaign using provided data, assessing its success against established KPIs and suggesting improvements. They will present their findings to the group for discussion, focusing on actionable insights and strategies for future campaigns.
Output: An evaluation report with recommendations for future campaigns based on the analysis.

09:00–09:54	Establish key performance indicators (KPIs) for measuring campaign success, including qualitative and quantitative metrics.
09:54–10:48	Learn methods for collecting and analysing campaign data, such as surveys, media coverage analysis, and social media metrics.
10:48–11:00	Assess the effectiveness of communication strategies post-campaign, identifying areas for improvement and success.
11:00–11:30	**Coffee break**
11:30–12:12	Assess the effectiveness of communication strategies post-campaign, identifying areas for improvement and success. (continued)
12:12–13:06	Discuss the importance of stakeholder feedback in evaluation, including how to gather and interpret responses.
13:06–14:00	Explore continuous improvement practices for future campaigns, ensuring lessons learned are documented and applied.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**€2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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