International School of Communication

isoc.com/pr-campaigns-course

Planning and Managing PR Campaigns

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	$595 +VAT
Duration	one day
Dates	isoc.com/pr-campaigns-course

SHORT COURSES FOR PROFESSIONALS

Planning and Managing PR Campaigns

Course outline

This one-day PR management training course covers how to translate strategy into results. You will learn to roll out campaigns smoothly, manage partners and troubleshoot suppliers. Topics include 10 universal campaign ingredients and a toolbox of techniques.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio, normally Wednesday-Thursday at 1000-1400 London time.

Dates and booking: isoc.com

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LEARNING OUTCOMES

After this course, you will be able to:

- Create a rigorous plan for a communication campaign
- Deploy practical PR campaign management tools
- Apply and adapt 10 universal platforms for creative PR tactics
- Project manage, troubleshoot and evaluate your own communication campaigns
- Appoint the right suppliers and agencies and manage them efficiently

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques. This course is recommended for all communications professionals up to and including director level who need to enhance their understanding and practical skills in planning and managing PR campaigns.

Course agenda

Campaign planning

This module covers practical approaches and tools that you can use to lay sound foundations for campaigns that execute smoothly and deliver results.

- Planning toolbox: practical techniques for campaign design
- Tactic selection: choosing the right mix of PR tools
- Time planning: traditional (GANTT) and online (integrated digital) tools
- Resource planning: predicting what you will need to make it happen
- People, skills, management capacity, budget, outsource, contingency

Universal platforms

This module describes and explores 10 classic platforms for PR campaigns that feature many effective communication plans.

- Briefing on the 10 universal campaign platforms
- Case study showcase of the universal platforms in action
- Workshops and structured discussion on how you can apply the platforms in your organisation

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Project management

This module is a hands-on primer in how to apply best practice in project management to communication and PR campaigns at your organisation.

- Key ingredients and success factors in campaign project management
- Managing budgets, resources and project-critical relationships
- Managing external engagement (stakeholders, media, messages, channels)
- Monitoring and feedback: milestones and key performance indicators
- People management and team leadership

Managing suppliers

This module covers how to select, manage and troubleshoot the third-party organisations on whom the success of your campaign depends.

- Appointing the right agencies and partners: best practice approaches
- Hiring and appointing: get the contract and the relationship right
- Briefing and collaborating effectively
- Managing and troubleshooting agency issues

Training at ISOC

About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

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WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away

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