

## Public Relations Campaign – From Start to Finish

### COURSE OVERVIEW

This course provides a complete framework for planning, executing, and evaluating Public Relations (PR) campaigns from inception to completion. It equips participants with the skills, strategies, and tools needed to create impactful PR campaigns that boost brand visibility, engage audiences, and align with organizational objectives. Through best practices and real-world case studies, participants will learn how to craft persuasive narratives, manage communications effectively, and measure campaign success.

### WHO SHOULD ATTEND?

This course is designed for PR professionals, communications specialists, marketing teams, business leaders, brand managers, digital marketers, content creators, and anyone involved in planning and executing PR campaigns or looking to enhance their skills in brand visibility and audience engagement.

### COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Developing strategic PR campaign plans that align with organizational objectives.
- Identifying and analyzing target audiences for impactful communication.
- How to master techniques for crafting compelling and audience-specific messages.
- Learning best practices for implementing PR campaigns across diverse media channels.
- Understanding how to evaluate campaign success using key performance indicators (KPIs) and analytics.
- Application of concepts through practical learning with real-world examples and case studies.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- How leading brands structure PR campaigns from planning to post-campaign analysis
- Real-world case breakdowns showcasing what makes a PR campaign successful — or fail
- Proven message development frameworks that drive audience engagement
- How to choose and integrate media channels for maximum campaign reach
- Campaign calendar templates and briefing tools you can adapt immediately
- The role of storytelling, timing, and stakeholder alignment in campaign effectiveness
- Practical methods to link PR activities directly to business outcomes using data and KPIs

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded