



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Public Relations Campaigns _ From Planning to Execution

Code	City	Hotel	Start	End	Price	Language - Hours
466	Florence (Italy)	Hotel Meeting Room	2025-12-08	2025-12-12	5450 €	En - 25

Introduction

This program is designed for:

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

Objectives

- Explain the importance of organizational image.
- Create and implement a PR plan.
- Manage a crisis using PR means.
- List contributions of PR campaigns to strategic management.
- Measure PR effectiveness.

Content

PR Recap

- What is PR
- Public RR
- The Many Components of PR
- Key Difference between PR and Advertising



Creating and Implementing a Public Relations Plan

- Situation Analysis (S.W.O.T.)
- Target Audience(s)
- Goals (What Do We Hope to Accomplish?)
- Objectives (What Needs to be Done?)
- Key Messages
- Strategy
- Tactics
- Timeline

Contributions of PR Campaigns to Strategic Management

- Environmental Scanning
- Issues Management
- Crisis Management
- Relationship Management
- Reputation Management

Crisis Management Using PR Means

- Defining and Identifying a Crisis
- Remembering the Rules in a Crisis
- Phases of a Crisis
- The Disclosure Principle
- The Symmetrical Communication Principle
- The Relationship Principle
- The Accountability Principle

Importance of Organizational Image

- Public Opinion



- Image and Reputation Management
- From Identity to Reputation
- Relationship Management

Measuring PR Effectiveness

- Output
- Outcome
- Matching Objectives and Results
- Management By Objectives (MBO)
- Public Opinions and Surveys
- Audits



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.