



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Public Relations Campaigns \_ From Planning to Execution

Code	City	hotel	Start	End	price	Hours
466	Berlin (Germany)	Hotel Meeting Room	2024-07-08	2024-07-12	5450 €	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 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 buffet sessions for light meals during lectures.