



**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	Hamburg (Germany)	Hotel Meeting Room	2024-08-12	2024-08-16	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.