



# Introduction to PR

## Overview

The nature of PR is fast moving and in the moment, at the forefront of media communications. This course is therefore designed to give delegates the ability to improve internal and external communications using PR to have maximum impact. It will provide an overview of PR best practice, how it fits within business and marketing strategy and how to run and measure a successful PR campaign.

## Who is it for?

Individuals involved in an organisation's communications strategy that want a better understanding of PR practices and how to apply them.

## What's covered?

- What PR is and how it fits into marketing strategy
- PR best practice and ethics
- Designing and implementing a successful PR strategy
- Using PR to strengthen brand image & protect reputation
- How to avoid & recover from bad situations
- Understanding and communicating with target audiences
- Different media options and how and when to employ them
- How to measure the success of PR activity

## Learning Objectives

- Have a greater knowledge of what PR is and how to use it in an integrated marketing campaign
- Improve ability to think strategically and use PR tools to run a successful campaign
- Be able to write a PR plan and monitor and evaluate its performance
- Communicate more effectively with target audience

Workshops are delivered by experienced training and development professionals