Strategic Public Relations Planning and Execution Training Course



23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #PR9150_136298

Course Introduction / Overview:

In today's hyper-connected and fast-paced media environment, a reactive approach to public relations is no longer sufficient. This course provides a comprehensive framework for developing and implementing proactive, data-driven public relations strategies that build reputation, manage crises, and achieve measurable business objectives. We will move beyond basic press release distribution to explore the full strategic planning cycle, from initial research and audience analysis to campaign execution and sophisticated performance evaluation. Drawing on foundational principles from seminal works like "Effective Public Relations" by Cutlip, Center, and Broom, and the situational theory of publics by scholar James E. Grunig, participants will learn to craft compelling narratives and deploy them across integrated channels. This intensive program offered by BIG BEN Training Center is designed to equip professionals with the advanced skills needed to navigate complex communication challenges, manage stakeholder relationships effectively, and demonstrate the tangible value of PR to organizational success. This is a journey from tactical execution to strategic leadership in the field of public relations.

Target Audience / This training course is suitable for:

- Public Relations Managers and Directors.
- Corporate Communications Specialists.
- Marketing and Brand Managers.
- Public Affairs and Government Relations Officers.
- Media Relations Professionals.
- Social Media Managers.
- Startup Founders and Entrepreneurs.
- Non-Profit Communications Staff.
- Anyone aspiring to a leadership role in communications.

Target Sectors and Industries:

- Technology and Software.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Consumer Goods and Retail.
- Energy and Utilities.
- Hospitality and Tourism.
- Professional Services and Consulting.
- Non-Profit and Non-Governmental Organizations.
- Government Agencies and Public Sector Bodies.

Target Organizations Departments:

- Public Relations Department.
- Corporate Communications Department.
- Marketing Department.
- Investor Relations Department.
- Human Resources (for internal communications).
- Corporate Social Responsibility (CSR) Department.
- Public Affairs and Policy Department.
- Executive Leadership Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic PR plan using established industry models.
- Conduct thorough situational analysis and stakeholder mapping.
- Set measurable, realistic, and impactful PR objectives (SMART goals).
- Craft compelling key messages and narratives for diverse audiences.
- Integrate Paid, Earned, Shared, and Owned (PESO) media into a cohesive strategy.
- Implement digital PR tactics, including influencer outreach and content marketing.
- Manage media relations proactively and respond effectively to inquiries.
- Develop a foundational crisis communication plan.
- Measure PR campaign effectiveness using modern metrics beyond vanity numbers.
- Report on PR performance and demonstrate its return on investment (ROI).

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to foster a collaborative learning environment where theory is directly linked to real-world application. The course heavily relies on the case study method, analyzing successful and unsuccessful PR campaigns from various industries to deconstruct their strategies and outcomes. Participants will work in teams on hands-on workshops and simulation exercises, such as developing a PR plan for a fictional company, drafting crisis communications, and role-playing media interviews. These activities are designed to build practical skills and critical thinking. Ample time is allocated for group discussions, peer feedback, and Q&A sessions with our expert instructors. This immersive approach ensures a deep understanding of strategic PR concepts and builds the confidence needed to implement them effectively within any organization.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Public Relations

- The Evolution from Tactical PR to Strategic Communication.
- The Role of PR in Achieving Organizational Goals.
- Ethical Considerations and Professional Standards in Public Relations.
- Understanding PR Planning Models (RACE, ROPE, ROSTIR).
- Situational Analysis: The Foundation of Strategy (SWOT/PESTLE).
- Introduction to the PESO Model (Paid, Earned, Shared, Owned).
- Aligning PR Strategy with Business Objectives.

Unit Two: Research, Audience Analysis, and Objective Setting

- Primary and Secondary Research Methods for PR Planning.
- Conducting a Comprehensive Communications Audit.
- Identifying and Segmenting Target Audiences and Publics.
- Stakeholder Mapping and Prioritization Techniques.
- Developing Audience Personas for Targeted Messaging.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) Objectives.
- Distinguishing Between Goals, Objectives, Strategies, and Tactics.

Unit Three: Strategy Formulation and Message Development

- Crafting a Core PR Strategy and Big Idea.
- Developing Compelling Key Messages and a Messaging Matrix.
- Storytelling and Narrative Development for Brand Building.
- Positioning and Brand Voice Consistency.
- Selecting Appropriate Channels and Platforms for Your Audience.
- Budgeting and Resource Allocation for PR Campaigns.
- Integrating PR with Marketing and other Communication Functions.

Unit Four: Tactical Implementation and Campaign Management

- Mastering Media Relations: Pitching, Press Kits, and Follow-up.
- Writing for PR: Press Releases, Pitches, and Web Content.
- Executing Digital PR: SEO, Content Marketing, and Online Newsrooms.
- Leveraging Social Media and Influencer Engagement for PR Goals.
- Planning and Executing PR Events and Product Launches.
- Introduction to Crisis Communication and Reputation Management.
- Project Management Principles for PR Campaign Execution.

Unit Five: Measurement, Evaluation, and Reporting

- Moving Beyond AVEs: Modern PR Measurement Frameworks.
- The Barcelona Principles of PR Measurement.
- Key Performance Indicators (KPIs) for PR Campaigns.
- Using Analytics Tools to Track Digital PR Performance.
- Qualitative and Quantitative Evaluation Methods.
- Creating Insightful PR Reports for Leadership and Stakeholders.
- Demonstrating the Return on Investment (ROI) of Public Relations.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rampant misinformation, how can PR professionals strategically balance brand advocacy with ethical transparency to maintain public trust?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the strategic linkage between public relations activities and core business objectives. While many programs teach tactical skills in isolation, our curriculum is built around a holistic planning framework that ensures every press release, social media post, and media pitch serves a measurable strategic purpose. We move beyond outdated metrics like Advertising Value Equivalency (AVE) and immerse participants in modern evaluation methodologies, such as the Barcelona Principles, teaching them how to demonstrate tangible ROI to executive leadership. The course emphasizes the integration of digital and traditional PR, reflecting the reality of today's media landscape through the practical application of the PESO model. Rather than just discussing theory, participants engage in dynamic simulations and build a complete strategic plan from scratch, providing them with a tangible portfolio piece and the confidence to lead complex communication initiatives. Our focus is on cultivating strategic thinkers who can navigate ambiguity, manage reputation proactively, and act as trusted advisors within their organizations.