



Marketing and Media

# Integrated PR Campaign Management

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- Location: London
  - Date: From 24/2/2025 To 28/2/2026
  - Investment: \$5950 (Excluding VAT)



**LONDON ROYAL**  
ACADEMY


[WWW.LONDONRA.COM](http://WWW.LONDONRA.COM)



## Course Introduction

This 5-day intensive course provides a comprehensive framework for developing and executing successful integrated public relations (PR) campaigns. Participants will learn how to plan, implement, and evaluate integrated PR campaigns that effectively leverage a variety of communication channels to achieve specific business objectives.

## Training Method

- Pre-assessment
  - Live group instruction
  - Use of real-world examples, case studies and exercises
  - Interactive participation and discussion
  - Power point presentation, LCD and flip chart
  - Group activities and tests
  - Each participant receives a binder containing a copy of the presentation
  - slides and handouts
  - Post-assessment
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## Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the principles of integrated PR and its importance in modern communications.
- Develop and implement comprehensive PR campaign plans, including setting objectives, identifying target audiences, and selecting appropriate communication channels.
- Craft compelling PR messages and content that resonate with target audiences.
- Leverage a variety of PR tools and techniques, including media relations, social media marketing, influencer marketing, and content marketing.
- Monitor and evaluate PR campaign performance, track key metrics, and measure ROI.
- Manage PR crises effectively and maintain a positive brand reputation.
- Utilize digital tools and technologies to enhance PR campaign effectiveness.
- Develop and maintain strong relationships with media and key stakeholders.

## Who Should Attend?

This course is designed for a wide range of professionals, including:

- PR Managers and Specialists
  - Communications Managers and Specialists
  - Marketing Managers
  - Social Media Managers
  - Content Creators
  - Business Owners and Entrepreneurs
  - Anyone involved in public relations and communications activities
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# Course Outline

## Day 1: Foundations of Integrated PR

- Principles of Integrated PR and its Importance
- Setting PR Objectives and Defining Key Performance Indicators (KPIs)
- Identifying Target Audiences and Developing Buyer Personas
- SWOT Analysis and Competitive Analysis

## Day 2: Media Relations and Media Training

- Building and Maintaining Media Relationships
- Press Release Writing and Distribution
- Media Monitoring and Analysis
- Media Interviews and Media Training Techniques
- Crisis Communication Management

## Day 3: Social Media and Digital PR


- Social Media Strategies for PR Campaigns
  - Influencer Marketing and Brand Advocacy
  - Social Media Monitoring and Listening
  - Content Marketing Strategies for PR
  - SEO and Content Optimization for PR
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# Course Outline

## Day 4: PR Measurement and Evaluation

- Tracking PR Campaign Performance and Measuring ROI
- Media Monitoring Tools and Analytics
- Evaluating Campaign Effectiveness and Identifying Areas for Improvement
- Presenting PR Campaign Results to Stakeholders

## Day 5: Advanced Topics in PR

- Ethical Considerations in Public Relations
  - Emerging Trends in PR (e.g., AI, Virtual Reality, Influencer Marketing 2.0)
  - International PR and Global Communications
  - Case Studies and Best Practices in Integrated PR
  - Q&A and Wrap-up Session
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# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com



## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

## Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email

[registration@londonra.com](mailto:registration@londonra.com)



## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

[www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



# VENUES

 LONDON

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 PARIS

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# OUR PARTNERS





# THANK YOU

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