

PUBLIC RELATIONS

Integrated Marketing Communication & PR Synergy

A two-day programme in integrated marketing communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This program teaches practitioners how to dismantle silos between Public Relations, Performance Marketing, Content Teams, and Sales to build cohesive, high-converting integrated communication strategies.

What participants will learn

- 01** Cross-Functional Synergy: Align PR initiatives with performance marketing, SEO, and sales conversion funnels.
- 02** Consistent Brand Message: Deliver unified messaging across paid, earned, shared, and owned channels (PESO).
- 03** Resource Optimization: Maximize content efficiency by re-using PR assets across marketing campaigns.
- 04** Accelerated Growth: Connect brand-building earned media directly to sales conversion pathways.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1: The Integrated PESO Model Architecture

01 Unifying PR & Marketing in a Fragmented World

- Breaking down departmental silos to create integrated, customer-centric communications.

02 Deconstructing the Advanced PESO Model

- Deep dive into combining Paid, Earned, Shared, and Owned media into a single strategic engine.

03 Aligning PR Hooks with Marketing Funnels

- Mapping high-level media stories to mid-funnel consideration and bottom-funnel conversion goals.

04 Collaborative Content Studios

- Building joint content creation processes that serve PR, social, email, and performance ad needs.

Detailed programme

Day 2: Cross-Channel Execution & Integrated Analytics

05 PR-Driven Performance Marketing & SEO

- Leveraging press wins for ad creative, social proof, link building, and paid campaign amplification.

06 Omnichannel Campaign Scheduling & Synchronization

- Timelines and cadence maps for launching simultaneous PR pitches, ad spend, and organic content drops.

07 Integrated Attribution & ROI Measurement

- Tracking how earned media placements assist paid ad conversions and organic search growth.

08 Integrated Campaign Blueprint Workshop

- Group task: Redesigning a siloed PR pitch into a fully integrated PESO marketing communications strategy.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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