

PUBLIC RELATIONS

Strategic Communication Planning & PR Campaign Management

A two-day programme in pr campaign planning & management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A hands-on, practical program designed to transform PR practitioners into structured strategic project directors. Participants will master end-to-end campaign design, resource management, timeline execution, and evaluation.

What participants will learn

- 01** Methodical Campaign Planning: Learn step-by-step frameworks for structuring end-to-end PR campaigns.
- 02** Budget Optimization: Allocate resources effectively across tactics, content creation, and media distribution.
- 03** Agile Execution: Implement agile project management tools to keep complex campaigns on schedule.
- 04** Comprehensive Evaluation: Define campaign KPIs and measure outcomes against business objectives.

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. Hands-on workshop: Building and presenting a complete PR campaign pitchdeck to a peer panel.

Detailed programme

Day 1: Campaign Strategy & Conceptualization

01 The Campaign Lifecycle Framework

- Understanding the 5 stages of strategic PR planning: Research, Strategy, Design, Execution, and Evaluation.

02 Defining Objective-Driven Campaign Goals

- Establishing clear, measurable, and realistic communications objectives (SMART & AMEC framework).

03 Core Messaging Architecture & Angle Generation

- Developing strong central creative themes, narrative angles, and message pillars.

04 Tactical Selection & Channel Strategy

- Mapping tactics to target audience touchpoints across digital, traditional, experiential, and social channels.

Detailed programme

Day 2: Campaign Management, Execution & Review

05 Agile PR Project Management

- Utilizing kanban boards, sprint cycles, and task tracking for cross-functional PR campaign teams.

06 Resource Allocation & Budget Management

- Structuring budgets, vendor management, and resource allocation for maximum return.

07 Campaign Measurement, Analysis & Optimization

- Mid-campaign optimization, A/B testing messaging, and post-campaign analytical reporting.

08 Campaign Plan Capstone Project

- Hands-on workshop: Building and presenting a complete PR campaign pitchdeck to a peer panel.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on workshop: Building and presenting a complete PR campaign pitchdeck to a peer panel.

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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