

PUBLIC RELATIONS

Data-Driven PR Measurement, Analytics & ROI

A two-day programme in pr measurement, analytics & roi, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Moving far beyond obsolete vanity metrics like AVEs (Advertising Value Equivalency), this course provides mathematically sound frameworks to measure PR's actual impact on brand awareness, sentiment, and revenue performance.

What participants will learn

- 01** Eliminate AVEs: Replace outdated metrics with modern AMEC-aligned evaluation methodologies.
- 02** Prove Business Impact: Connect PR activity directly to business outcomes like lead generation, pipeline, and valuation.
- 03** Master Measurement Tools: Deploy advanced web analytics, multi-touch attribution, and sentiment tracking.
- 04** C-Suite Buy-In: Present clear, data-driven PR reports that resonate with CFOs and CEOs.

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. Practical exercise: Building a complete evaluation and attribution model for an ongoing PR program.

Detailed programme

Day 1: Modern PR Measurement Frameworks

01 The Fallacy of Vanity Metrics & AVEs

- Why legacy metrics damage PR credibility and how to transition to meaningful business metrics.

02 The AMEC Integrated Evaluation Framework

- Deep dive into mapping Inputs, Activities, Outputs, Outcomes, and Organizational Impact.

03 Setting Measurable PR Key Performance Indicators

- Aligning communication objectives with tangible KPIs across awareness, consideration, and advocacy.

04 Web Analytics for PR Professionals

- Utilizing Google Analytics 4, referral path tracking, UTM tagging, and custom goal conversions.

Detailed programme

Day 2: Attribution Modeling & Executive Reporting

05 Multi-Touch Attribution Models

- Understanding PR's role in complex customer journeys using direct, first-touch, and assist attribution.

06 Brand Health & Share of Voice Metrics

- Measuring relative visibility, net promoter shifts, sentiment lift, and key message penetration.

07 Building C-Suite Ready PR Reports

- Structuring concise, impact-focused dashboard reports designed for board members and CFOs.

08 Measurement Strategy Capstone

- Practical exercise: Building a complete evaluation and attribution model for an ongoing PR program.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Practical exercise: Building a complete evaluation and attribution model for an ongoing PR program.

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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