Planning and Managing Public Relations Campaigns

Sales and Marketing

Course Overview

Planning and Managing Public Relations Campaigns: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Planning and Managing Public Relations Campaigns
- Apply practical tools and techniques for Planning and Managing Public Relations Campaigns in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Planning and Managing Public Relations Campaigns in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Planning and Managing Public Relations Campaigns in today's organisation
2. Key concepts and the language of Planning and Managing Public Relations Campaigns
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Planning and Managing Public Relations Campaigns with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Johannesburg	**$1,395**
9 to 13 Nov 2026	Durban	**$1,450**
16 to 20 Nov 2026	Accra	**$1,550**
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Lagos	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.