



PR IMPACT

Measurement and KPI's Framework

Course Introduction

Public relations has evolved at an extremely rapid pace over the past decade, and with that evolution must come a comprehensive and effective way of measuring its value. In the past, the value of PR was often compared to advertising. Many organizations measured their PR effort with Advertising Value Equivalents (AVEs)—or didn't measure it at all. The PR industry has since done away with AVEs and moved toward sophisticated and strategic measurement practices. As we work to help drive change in our industry, we've put together this measurement guidebook outlining the latest Principles of PR Measurement guidebook outlining the latest Principles of PR Measurement. Guidebook outlining the latest Principles of PR Measurement Been adopted by hundreds of companies around the world

Course Objectives:

- Critically evaluate a wide range of public relations theories, concepts and practice
- Locate public relations theory and practice in wider academic and social contexts
- Evaluate the impact of public relations on their own organization/clients and wider contexts
- Apply a range of public relations concepts to their workplace and the sectors they operate in
- Be able to create Key Performance Indicators which are specific, meaningful and focus on outcomes and results, not output in public relation
- Gain a detailed understanding of the four core elements of business performance (Revenue, Costs, Customer Satisfaction & Employee Engagement) and how they come together in a value chain to drive positive performance
- Build confidence in creating PR specific KPIs and presenting results simply, clearly and effectively
- Develop their understanding of business cycles and patterns in performance which can help us plan and prepare for change in our business

Course Outlines:

MEASURING PR EFFECTIVENESS

- Purpose of evaluation (output, outcome)
- Evaluating (process and goals)
- Matching objectives and results
- Measurement (production, exposure)
- Weaknesses of the traditional approach
- Measurement techniques
- Planning and managing PR campaigns
- Measuring and evaluating PR

- Stakeholder engagement
- Practical public affairs
- Reputation management

ESTABLISHING KPIS

- Introduction To The World Of KPIS
- The Pillars Of KPI Architecture KPI Selection
- What is a Key Performance Indicator (KPI)
- How to write a SMART indicator of performance
- The difference between output and outcomes
- How to present data in a simple, effective way
- The importance of measure, do, measure
- How to produce performance reports which are reliable, valid, consistent and meaningful
- Common mistakes in KPI reporting
- About the value chain and relationships between employee engagement, customer satisfaction and financial performance
- The underlying theory of generating business goals

DEPLOYING KPIS TO GENERATE VALUE

- KPI Management Enablers: Software, Hardware, Communication And Culture
- Generating Value From Using KPIS
- Measuring PR impact With KPIS
- The role of financial PR and investor relations
- The role of communications in financial markets and key nodes of influence in circulation of financial information
- The financial calendar
- Announcements by publicly quoted organizations
- Development of financial PR programs
- Financial PR and the social media
- Critical evaluation of the financial PR function
- Contribution of PR to market transparency
- Financial PR within a corporate communications framework.

Course Fees:

To be advised as per course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session