



the advertisers' voice...

CREATING A WINNING PR STRATEGY

Masterclass by Kerry Savage

17 October, 2017 – Marriott Hotel, Karachi

19 October, 2017 – Nishat Hotel, Lahore

As the lines between the role of marketing and PR in social media continue to be blurred, with customers becoming smarter and consuming their news from a myriad of sources, and, of course, with budgets continuing to diminish, now more than ever, brands and organizations need a well-researched, insight driven PR strategy.

A serious PR strategy created from an amalgamation of business and brand objectives, insights, and research, that culminates in agreed upon outcomes that are tangible and measurable, moves PR from a tactical media relations function to a business partner and trusted advisor role.

Instead of a collection of scatter gun tactics that once seemed to fit the brief, your plan should contain only those that help move the business to where you want it to go: generating sales, shaping opinions, or creating change.

This full-day interactive PR workshop will take attendees through a tried and tested 5-step process for developing an effective communications strategy. It is supported by many practical tools and templates that can be applied to delegates' own communications strategies.

The seminar was developed by Kerry Savage as part of her work for the Chartered Institute of Public Relations and the Chartered Institute of Marketing in London. Her PR workshops have been attended by hundreds of marketing professionals keen to understand the vital role that PR plays in an integrated campaign. Delegates have included marketers from a range of international brands, including the BBC, Pfizer, Cadbury and HSBC.

OBJECTIVES

- To equip attendees with the ability to deliver best practice, measurable PR strategies that have real commercial impact
- To provide a deeper understanding of the role that PR and communications play in a brand's reputation
- To demonstrate how PR can be used to amplify existing marketing and advertising activity

SESSION HIGHLIGHTS!

- STEP-BY-STEP GUIDE TO STRATEGIC PLANNING
- EXAMPLES OF BEST IN CLASS COMMUNICATIONS STRATEGIES
- A SUITE OF PRACTICAL TOOLS AND TECHNIQUES
- INTERACTIVE EXERCISES THAT ALLOW ATTENDEES TO MOVE THE TECHNIQUES FROM THEORY INTO PRACTICE
- THE AMEC INTEGRATED FRAMEWORK FOR EVALUATION

STRUCTURE AND CONTENT

INTRODUCTION

- To the themes of the day
- Delegates issues and expectations

PR STRATEGY AND ITS ROLE IN INTEGRATED MARKETING

- Reasons for allocating your marketing budget to public relations
- How PR can have a serious impact on a brand's reputation, with case study examples
- Criteria for PR excellence, with examples of award winning campaigns

STEP 1: Communication objectives

- Writing an effective PR brief
- Setting SMART communications objectives
- Demonstrating how PR objectives can support the broader business objectives

STEP 2: Research and analysis

- Using research to inform your PR strategy
- Knowing the questions to ask and identifying the research sources to help you answer these questions
- Using stakeholder mapping tools to prioritise key audiences, including partners, opinion formers, media, bloggers, community leaders, customers, suppliers, investors and politicians

STEP 3: The strategic approach

- Employing marketing tools, such as SWOT and PESTLE, in the PR context
- How to run a strategic brainstorm
- Articulating your PR strategy in a way that is clear, concise and creative

STEP 4: Tactics

- Identifying tactics that fit strategically with the brief and work towards your objectives
- Understanding the role that social media and digital tactics play
- Knowing the steps to put in place when things go wrong and handling inbound media enquiries

STEP 5: Evaluation

- Applying industry standards on PR measurement: outcomes, outtakes and outputs
- Adhering to the AMEC Integrated Evaluation Framework
- Understand how social media is measured: paid, owned and earned



ABOUT THE COURSE LEADER

KERRY SAVAGE

A highly experienced trainer and communications expert, Kerry Savage runs management, presentation skills and marketing training courses across a variety of sectors. Clients include the NHS, the BBC, McDonald's, FedEx and the Charity Commission.

She is the director of Savage communications; an accredited trainer for the Chartered Institute of Public Relations London; and a course director at the Chartered Institute of Marketing.

Prior to becoming a trainer 12 years ago, Kerry worked at a number of global PR agencies, including Hill & Knowlton and Burson Marsteller, working with high profile clients, such as Kellogg's, P&G and American Express.

Today, Kerry is a regular on the public speaking circuit, giving presentations on the 'The Power of Communications' at Olympia, the Business Design Centre and Earl's Court.

As well as being a seasoned communications professional, Kerry is a qualified coach and NLP practitioner. She is a member of the Association for Coaching. She is a licensed Insights Discovery and Liberating Leadership practitioner.

Specialties: communication skills, public relations, management training, business writing training, presentation skills.

DATES AND COURSE FEE

KARACHI: October 17, 2017 at Marriott Hotel, Karachi

LAHORE: October 19, 2017 at Nishat Hotel, Lahore

TIME: One-Day (09:00am to 5:00pm)

FEES: Rs. 24,500+Tax for PAS Members
Rs. 29,500+Tax for Non-Members

Last day for registration **October 6th, 2017**
Avail 10% early bird discount till 25th September

For details and registration contact:

PAS Secretariat

Tel: +92(21) 3583 6072-73

Mob: 0333-2119557

Email: secretariat@pas.org.pk