



SM083: Developing Creative Campaign in PR

Training Description:

This training course covers how to generate ideas for inspirational campaigns. Participants will unlock their creative potential to generate distinctive and innovative ideas. Topics include principles, sources, tools and techniques for creative generation.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the principles and sources of creativity
- ✓ Generate creative ideas that get results
- ✓ Kick-start your creative thinking process
- ✓ Articulate the role and importance of creativity in modern PR
- ✓ Facilitate brainstorming and many other creativity processes using a new toolbox of techniques
- ✓ Apply creativity tools in a real-world context
- ✓ Develop creative PR campaign

Training Designed for:

This course is intended for PR practitioners / professionals and for senior professionals elsewhere in the organization who want to use PR / communications tools to best effect in meeting business objectives.

This course is also relevant to anyone likely to have responsibility for the delivery of PR Campaigns for their organization but is relatively new to the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of campaigns or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes PR Campaigns
- Senior managers up to Board level with responsibility for the strategic use of Public Relations

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ **Public Relations in Business**
 - An Overview of the Scope and Role of Public Relations in an Organization
 - Assessing Your PR Situation
 - Setting Objectives to Meet Your Business Needs
 - Planning Framework for Campaigns
 - Costing a Campaign

- Writing Your Campaign Proposal
- ❖ **Setting Campaign Objectives and Themes**
 - A Problem-Solving Approach
 - The Campaign Process and Communications Theory
 - Translating Objectives into a Practical Campaign Concept
 - Resource Allocation and Scheduling
 - The Development of a Message House
 - Storytelling and Creativity in Messaging
- ❖ **Choosing the Right Media Mix**
 - Identifying your Target Publics
 - Assessing What Your Stakeholders Think of You
 - Choosing the Right Media for the Right Audience
 - News and Feature Generation
 - Is it a story – What's in it for the media?
 - Events, Invitations and Press Releases
- ❖ **Creativity in PR**
This module examines the principles of creativity and its importance for PR
 - Understanding creativity: sources and definitions
 - The role of creativity in PR and its importance in competitive communications
 - Targeted creativity: matching creative thinking to audiences and objectives
 - Creativity in the digital world: new platforms and techniques (e.g. buzz marketing, user-generated content)
 - Success and failure factors for creativity
- ❖ **Creativity showcase**
This module is a case-study driven rolling workshop in which learners examine the key success factors behind creative PR campaigns and extract practical lessons.
 - Creativity case studies: 10 of the greatest creative PR campaigns of all time
 - Analyzing dimensions of creativity
 - Content-driven creativity (e.g. extremes, novelty, spectacle)
 - Effect-driven creativity (e.g. surprise, intrigue, delight)
 - Platform-driven creativity (e.g. viral, experiential, stunts)
- ❖ **Creativity techniques**
This module presents a toolbox of 10 practical creativity techniques and processes including well-tested classics and modern innovations.
 - 10 practical creativity stimulation techniques
- ❖ **From creativity to reality**
This module is an in-class creativity workshop applying all of the creativity concepts and techniques covered during the course.
 - Extract best practice from case study showcase
 - Apply creativity tools in a real-world context
 - Generate creative PR ideas for your own organization
 - Reality check and plan practical applications
- ❖ **Course Conclusion**
- ❖ **POST-ASSESSMENT and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

Aisha Relativo - Training & Career Development Manager

aisha@cmc-me.com / training@cmc-me.com

Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615