



International Training
Center Paris

TRAINING SCHEDULE

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PUBLIC RELATIONS RESEARCH AND MEASUREMENT

Overview:

This training is designed to teach participants the skills and techniques needed to conduct effective public relations research and measurement. Participants will learn how to plan and conduct research to inform public relations strategies, measure the effectiveness of public relations campaigns, and make data-driven decisions.

Objectives:

- Understand the importance of public relations research and measurement
- Develop skills to plan and conduct public relations research
- Measure the effectiveness of public relations campaigns
- Use data to make data-driven decisions
- Develop a strategic approach to public relations research and measurement.

By the end of this training program, participants will have the knowledge and skills to plan and conduct effective public relations research, measure the effectiveness of public relations campaigns, and make data-driven decisions to improve public relations strategies.

Targeted Groups:

- PR researchers
- Communication analysts focusing on PR metrics
- Data-driven PR professionals
- Public relations strategists emphasizing research and measurement
- Professionals seeking to measure PR effectiveness

Planning:

Day 1: Introduction to Public Relations Research and Measurement

- Introduction to public relations research and measurement
- Importance of research and measurement in decision-making
- Overview of research and measurement tools and techniques

Day 2: Planning Public Relations Research

- Understanding the research process
- Identifying research objectives and questions
- Developing a research plan and budget

Day 3: Conducting Public Relations Research

- Collecting and analyzing data
- Conducting qualitative and quantitative research
- Evaluating research results

Day 4: Measuring Public Relations Effectiveness

- Identifying key performance indicators (KPIs) for public relations
- Measuring the effectiveness of public relations campaigns
- Evaluating media coverage and sentiment analysis

Day 5: Developing a Strategic Approach

- Developing a public relations research and measurement strategy
- Making data-driven decisions based on research and measurement
- Continuously improving public relations strategies based on data analysis.