

Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice)

By Anne Gregory

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Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated third edition of Planning and Managing Public Relations Campaigns provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including:

the public relations function;

starting the planning process;

research and analysis;

setting objectives;

strategy and tactics;

timescales and resources;

evaluation and review.

Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, Planning and Managing Public Relations Campaigns is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

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