



## What the Delegates Say

More than 5000 PR professionals have already attended How to Plan a PR Campaign. Here is what some of them had to say:

"Clear, concise and, importantly, relevant throughout. I will certainly recommend this course to my colleagues".  
**JF, Ministry of Defence**

"This is a very good course. The quality of the teaching is exceptional".  
**JA, National Savings & Investments**

"This course is excellent: it is thorough, highly intensive and extremely useful".  
**AH, Arts Council**

"An excellent course that is well structured, well run and highly informative".  
**LI, Wales Tourist Board**

"This course was a tremendous help to me. I now feel I can go back to work and begin my PR campaign with all the right guidelines in place. Many thanks".  
**AM, University of Buckinghamshire**

"This is an excellent course. It is well structured, highly informative and has great speakers".  
**AK, English Partnerships.**

"A comprehensive PR planning course with very good case studies. The evaluation session is particularly useful".  
**KN, Mars Confectionery**

"A very good course with excellent speakers. I highly recommend it".  
**ZL, Bank of Scotland**

"An excellent course. I have been on many PR courses run by other companies - but this is one I recommend".  
**JB, E.ON UK**

"This is a great course. The delivery is absolutely brilliant".  
**BW, Law Society**

"An excellent course. Interactive and involving - with some great practical examples of creative PR strategies".  
**AP, CBI**

"A fantastic course. Totally inspiring".  
**LD, Standard Life**

"A really useful course with great templates to take away and put in practice - thank you".  
**BW, Network Rail**

"A great practical course that is really well presented".  
**HB, Thames Water**

"Excellent. Superb practical blueprints on how to develop PR campaigns".  
**KE, Met Office**

"I really enjoyed this course. Great documentation".  
**MC British Airways**

"A very well presented course, with great practical examples. The evaluation part was particularly useful".  
**EB, Nissan**

"Concise, easy to understand, and a great training manual to take away".  
**MW, Hilton Hotels**

# HOW TO PLAN A PR CAMPAIGN



An intensive one-day course on how to plan, implement and evaluate a professional PR campaign

## 24 September 2010

The Grange Holborn Hotel  
London

### Course Overview

- A highly participative PR management workshop. Subjects covered include how to write a PR plan on your computer, how to generate original creative PR ideas, and how to produce a professional quality PR evaluation report for the boardroom.
- More than 5,000 PR professionals from 12 different countries have already attended this course.
- The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). All prices plus VAT.



# How to Plan a PR Campaign

An intensive one-day seminar on how to plan, implement and evaluate a professional PR campaign.

Why is it that some PR campaigns succeed brilliantly, yet others fail? What should a PR plan actually look like on paper? And what is the best way to evaluate the effectiveness of a PR campaign? Find out the answers at **How to Plan a PR Campaign**.

How do you actually sit down in front of a blank computer screen and write a full-blown PR plan from scratch? What are the key steps? What should a PR plan actually look like on paper? What are the 'top-ten' errors most often made when planning a PR campaign? And how can you avoid them? **How to Plan a PR Campaign** will show you.

**How to Plan a PR Campaign** is an intensive one-day seminar designed to show you how to plan, implement and evaluate a professional quality PR campaign.

## All the key skills are covered

Through the use of lectures, suggestions and workshops, **How to Plan a PR Campaign** will show you:

- **How to write a professional quality PR plan.** How do you actually write a PR plan? What should a PR plan look like on paper (real life layouts are shown)? What should a really top notch PR plan contain? What do the professionals include? What are the common pitfalls – and how can you avoid them?
- **How to pack your plan with genuinely original and creative ideas.** How can you create a really exciting PR campaign – one that will generate maximum positive editorial coverage in the press? What are the key creative strategies that should always be included in any PR campaign? And how can you make dull, run-of-the-mill and uninteresting products and services appear interesting to the media?
- **How to implement a PR plan.** How do you plan a PR campaign specifically designed to launch a new product or service? How can you create a PR campaign specifically designed to create a 'high-tech' image for your organisation. And how can you originate a PR campaign designed to create an environmentally responsible image for your organisation?
- **How to evaluate the results of a PR campaign.** How can you evaluate the success of a PR campaign? What are the options? How do other major organisations do it? How do you prepare a board-room quality PR evaluation report? And what is the best way to develop a low cost PR evaluation system if the budget is tight?

**How to Plan a PR Campaign** will show you.

What is the course actually like? **How to Plan a PR Campaign** starts with the first principles of PR planning. It then reveals to you the tiny touches and details that frequently make the difference between success and failure (you will see, for instance, how certain PR tactics always seem to produce favourable results – whilst others don't).

You will see why so many conventional PR plans fail; and why most people get the creative side of PR planning wrong. You will find out exactly what a top notch, creative PR plan should look like; with important hints, like how to prepare regular professional PR evaluation reports for the boardroom.

## Classic Case Histories

In addition, you will discover exactly how your PR strategy should be organised; what you need to do to execute it successfully; and how to evaluate the results point by point – with a parade of intriguing, relevant (and often surprising) case histories.

## 5,000 PR professionals have attended

**How to Plan a PR Campaign** has been running for more than 15 years. In that time, more than 5,000 PR professional from all over the world have attended the course.

A substantial number of overseas PR professionals have attended the course. So far, delegates from 12 different countries have attended, including representatives from Finland, Germany, Denmark, France, Portugal and Spain.

## Conducted personally by a top expert

**How to Plan a PR Campaign** is run personally by Nicholas van Zanten – Britain's leading PR trainer. Nicholas is a member of MENSA, a member of the Institute of Public Relations and has been running PR training courses for more than 25 years.



## Money back guarantee

If this seminar does not live up to your expectations; if you do not come away with ideas well worth more than its cost; if you are dissatisfied for any reason whatsoever, we will be happy to refund all your payment absolutely without questions.

**BOOK NOW.** Don't miss this opportunity to attend the UK's most popular PR planning seminar. But don't delay. We expect the session to be heavily subscribed. Places are strictly limited and allocated on a first come first served basis.

# PROGRAMME

## 09.15 Delegate's registration

### 09.30 An Introduction to PR Planning

During this session, the fundamentals of PR planning - and what a well planned PR campaign should look like - are analysed:

- How do you actually write a PR plan? What are the key steps?
- What are the essential stages of planning a PR campaign - and what should you do at each stage?
- How can you create a really exciting PR campaign - one that will generate maximum positive editorial coverage in the press?
- The three key creative strategies that should always be included in any PR campaign.

### 11.15 Refreshments

### 11.30 How to Write a Professional Quality PR Plan

What should a PR plan look like? What should it contain? What do the professionals include? This session explains the practicalities of sitting down and writing a full-blown PR campaign:

- How to write a PR plan - a step-by-step guide.
- What a PR plan should actually look like on paper (real life layouts are shown).
- How to sit down and write a PR plan from scratch on your computer from a blank screen.
- The common pitfalls of PR planning - and how to avoid them.

### 12.45 Lunch

### 14.00 How to Create an Original and Exciting PR Campaign

The creative content of a PR campaign can make or break its success. This session shows you how the UK's top PR professionals work-up genuinely original and creative PR ideas from scratch:

- How to create genuinely original PR ideas.
- The sorts of ideas that work in practice - and the sorts that don't.
- How to use 'brainstorming' techniques to help you when you are stuck for new ideas.

### 15.15 Refreshments

### 15.20 How to Evaluate the Success of a PR Campaign

What is the best way to evaluate the results of a PR campaign? How do others do it? During this session all the options are analysed:

- What PR evaluation systems are available? What are their respective advantages? What are the costs?
- What are the PR evaluation techniques that are the most popular with Europe's top companies and organisations?
- How to demonstrate the success and achievements of a PR campaign to sceptical management.
- How to develop a low cost PR evaluation system if the budget is tight.

### 16.30 Close

# Registration



## How to Plan a PR Campaign

**YES** I want to find out how to plan, implement and evaluate a professional PR campaign. Please enrol the following individual(s) on the one-day course **How to Plan a PR Campaign**.

**Discounts.** The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). The cost includes lunch, refreshments, course documentation and a certificate of attendance. All prices plus VAT.

**Quality Guarantee.** I understand that if this seminar does not live up to my expectations or if I am dissatisfied with the course for any reason whatsoever, I will receive a full refund without question.

To enrol:



Book on-line. Go to [www.meetthepress.com](http://www.meetthepress.com)



Enrol by email on: [bookings@meetthepress.com](mailto:bookings@meetthepress.com)  
If booking by email please include all the information requested below.



Complete this form and send to:  
Meet The Press, 52 Alleyn Road  
Dulwich, London SE21 8AL



Call 0870 4203051



Fax 020 8355 9342

1st DELEGATE (print first and last name)Dr/Mr/Mrs/Miss/Ms

JOB TITLE

EMAIL ADDRESS

2nd DELEGATE (print first and last name)Dr/Mr/Mrs/Miss/Ms

JOB TITLE

EMAIL ADDRESS

ORGANISATION

ADDRESS

POSTCODE

TEL

All correspondence will be addressed to the person above, unless instructed otherwise below.



**FREE** Comprehensive Course Documentation

A comprehensive training manual, which will show you how to plan, implement and evaluate a professional quality PR plan, is supplied FREE to all who attend this course.

**PLUS** A Certificate of Attendance. This award verifies your participation in the course and is suitable for framing.



## WHO GOES ON THE COURSE

More than 20,000 people from all over the world have attended our PR training courses. Some of the key companies and organisations are listed below

3i \* 3M \* **A** Abbey \* Abbott Mead Vickers \* Academy for Sustainable Communities \* ACCA \* ACNielsen \* Action for Children \* ADAS \* Advansa \* Alliance & Leicester \* Alliance Trust \* Allianz Insurance \* Anglesey Aluminium \* Anglia Ruskin University \* Anglian Home Improvements \* APACS \* Arriva \* Arts Council \* Ashling O'Connell \* Astrium \* ATI Technologies \* Atomic Weapons Establishment \* Audit Commission \* Aughinish Alumina \* Avon & Somerset Constabulary \* Avon Fire & Rescue \* Axia \* **B** b2b Communications \* BAA \* BAE Systems \* Balfour Beatty \* Baltic Centre for Contemporary Arts \* Bank of England \* Bank of Scotland \* Barbican Centre \* Barclays \* Bartle Bogle Hegarty \* Bayer \* BBC \* BBDO \* BBSRC \* BDO Stoy Hayward \* Bedford Charity \* Beiersdorf \* BG \* Birmingham Midshires Building Society \* Blomfield Group \* Bombardier \* Borough Council of King's Lynn & West Norfolk \* Boston Scientific \* Bournemouth University \* BP \* Breast Cancer Campaign \* Bright Grey \* Brighton & Hove City Teaching PCT \* Brit Insurance \* British Airways \* British Computer Society \* British Sky Broadcasting \* British Toy and Hobby Association \* British Venture Capital Association \* British Waterways \* BT \* Buck Consultants \* **C** Caravan Club \* Carlton \* CARNet \* Carter Jonas \* CBI \* Center Parcs \* Centrica \* CHA PR \* Charity Commission \* Chartered Institute of Personnel \* Chartered Society of Physiotherapy \* Chatham House \* Chello \* Chelsea Building Society \* Children's Mutual \* Churchill Insurance \* CIFT \* CIMA \* Citroen \* Civil Aviation Authority \* Cleveland Fire Brigade \* Clipper \* Coca-Cola \* Cohesive PR \* Companies House \* Compassion in World Farming \* ConocoPhillips \* Cool Blue Brand \* Coral \* Countryside Agency \* Countryside Council for Wales \* Crafts Council \* Crawford \* Credit Call \* Crown Estate \* Crown Prosecution Service \* Cummins \* **D** DaimlerChrysler \* Dairy Farmers of Britain \* Dame Hannah Rogers Trust \* Danish Tourist Board \* Data Systems & Solutions \* David Lloyd \* Defence Science & Technology Laboratory \* DEFRA \* Dell \* Department for Education and Skills \* Department for Transport \* Department of Culture, Arts & Leisure \* Department of Health \* Department of Trade and Industry \* Deutsche Bank \* Direct Travel \* Disney \* Dolby \* Donkey Sanctuary \* Dorchester Hotel \* Dr Martens \* Drivers Jonas \* Driving Standards Agency \* DVLA \* **E** E.ON \* East Staffordshire Borough Council \* Economist \* Edexcel \* Edge Hill College \* Electoral Commission \* Electronic Arts \* Elmbridge Borough Council \* Emap \* EMDA \* EMXCo \* English Heritage \* English Nature \* Environment Agency \* EPSRC \* Ernst & Young \* Esure \* European Commission \* Europol \* Exxon \* **F** Fidelity Investment Services \* Finance & Leasing Association \* Financial Services Authority \* Financial Times \* Firdale Hotels \* First Choice \* First Direct \* First Group \* Flextech \* Food Standards Agency \* Forestry Commission \* Fosco \* Friends Provident \* Fuller Smith & Turner \* Futera \* **G** General Dental Council \* General Medical Council \* General Teaching Council \* GlaxoSmithKline \* Gleneagles \* Global Biodiversity Information Facility \* Goldfish \* Government News Network \* Grafton \* Greater London Authority \* Greater Manchester Fire Service \* Green Cathedral \* **H** Haddonstone \* Halifax \* Halma \* Health and Safety Executive \* Health Development Agency \* Health Protection Agency \* Healthcare Commission \* Heritage Lottery Fund \* Hewitt \* Higher Education Funding Council \* Highlands & Islands Enterprise \* Highways Agency \* Hilton \* Hip Designs \* Hiscox \* Historic Scotland \* HM Land Registry \* HM Revenue & Customs \* HM Treasury \* Home Office \* Honda \* House of Lords \* Hugo Boss \* **I** Imperial College \* Imperial Tobacco \* Imperial War Museum \* Insead \* Institute of Actuaries \* Institute of Chartered Accountants \* Institute of the Motor Industry \* Intel \* InterContinental Hotels \* International Council for the Exploration of the Sea \* International Herald Tribune \* International Motors \* Investcorp \* ITC \* ITV \* **J** J Sainsbury's \* Jetix \* Jobcentre Plus \* John D Wood \* John Lewis \* Johnson Outdoors \* **K** Karcher \* Kennel Club \* Kia \* Kingsway Partnership \* Knight Frank LLP \* Kodak \* Komatsu \* KPMG \* **L** Ladbrokes \* Land Securities \* Law Society \* Learning & Skills Council \* Learning and Skills Development Agency \* Legal & General \* Liberata \* Liberty Marketing \* Lidl \* Lincolnshire County Council \* Lincolnshire Development \* Lloyds of London \* Lockheed Martin \* London Assembly \* London Borough of Harrow \* London Chamber of Commerce \* London City Airport \* London College of Communications \* London First \* London Jewellery School \* London Stock Exchange \* London Underground \* **M** Mainland PR \* Man Investment \* Manchester Airport \* Mansell \* Markel \* Marketforce \* Marks & Spencer \* Mars \* Mazda Motors \* McArthurGlen \* McKinsey \* Medicines & Healthcare Products Regulatory Agency \* Merck Sharp & Dohme \* MerseyCare NHS Trust \* Met Office \* Metronet \* Metropolitan Police \* MFI \* Middlesbrough Council \* Midland Mainline \* Mila \* Millennium Commission \* Mills & Reeve \* Milton Keynes Borough Council \* Ministry of Defence \* Moet Hennessy \* Morgan Stanley \* **N** Napier Partnership \* National Archives \* National Assembly for Wales \* National Association of Pension Funds \* National Audit Office \* National Care Standards Commission \* National Express \* National Galleries of Scotland \* National Gallery \* National Grid \* National History Museum \* National House Building Council \* National Institute for Clinical Excellence \* National Museum Wales \* National Museums Liverpool \* National Patient Safety Agency \* National Physical Laboratory \* National Savings and Investments \* National Statistics \* National Treatment Agency for Substance Misuse \* Nationwide \* Natural England \* Natural History Museum \* NatWest \* NESTA \* Network Rail \* New Look \* Newcastle College \* Newcastle Gateshead Initiative \* Next \* NHS \* Nicola Jane \* Nintendo \* Nissan \* Nobull Comms \* Norwich & Peterborough Building Society \* Norwich Airport \* Norwich Union \* NYK \* **O** Occupational Pensions Regulatory Authority \* Ocutec \* Ofcom \* Office of Fair Trading \* Office of the Deputy Prime Minister \* Olympus \* Orchid Comms \* Ordnance Survey \* Oxford Brookes University \* Oxford, Swindon & Gloucester Co-Op \* **P** PA Consulting \* Paragon \* PDSA \* Peninsula Medical School \* Peugeot \* PFFR Comms \* Phoenix \* Plan International \* Platform PR \* Police Service of Northern Ireland \* Pomegranate PR \* Portman Building Society \* Postcomm \* Postwatch \* PPARC \* PPL \* PricewaterhouseCoopers \* Prime Minister's Office \* ProStraken \* Proximus \* Prudential \* **Q** QinetiQ \* **R** Rail Europe \* Rapier \* RBS Insurance \* Real Networks \* Renault \* Rentokil Initial \* Reuters \* Richmond Theatre \* RICS \* Rio Tinto \* RKCR/Y&R \* RM \* RNL \* Roche \* Royal Air Force \* Royal Bank of Scotland \* Royal Holloway University \* Royal London \* Royal Navy \* Royal Society of Chemistry \* Royal Sun Alliance \* RSPCA \* Rugby Football Union \* **S** S4C \* SABMiller \* Saga \* Science & Technology Facilities Council \* Scottish Enterprise \* Scottish Equitable \* Scottish Natural Heritage \* Scottish Water \* Scottish Widows \* SEEDA \* Selwood Housing \* Serco Defence and Aerospace \* SES Global \* Severn Trent \* Shakespeare's Globe \* Sheffield Hallam University \* Shepherd Construction \* Signet \* Skipton Building Society \* Slimming World \* Society of Antiquaries \* Society of Operations Engineers \* Sogaz \* Solicitors Regulation Authority \* Sony \* South Wales Fire and Rescue Service \* Southern Housing Group \* Spirit Aerosystems \* Splash PR \* Sports Council for Wales \* Standard Life \* Stanton Chase \* Starwood Hotels \* Strategic Rail Authority \* Stratford-on-Avon District Council \* Strutt & Parker \* Superdrug \* Surrey Police \* Syntegra \* **T** Tate Gallery \* Teenage Cancer Trust \* Tesco \* Thames Water \* The Times \* Thomas Cook \* Thomson \* Trade Partners \* Tube Lines \* Turner Broadcasting \* **U** UBS \* UCB \* UFI \* UKAEA \* UKTV \* Unilever \* United Utilities \* Universal Music \* Universities UK \* University of Bath \* University of Birmingham \* University of Liverpool \* University of Northumbria \* University of Nottingham \* University of Portsmouth \* University of Sussex \* University of Wales \* University of Warwick \* Ureco \* **V** Valuation Office \* Venture Factors \* Victoria & Albert \* Virgin \* Viridian \* VisiScotland \* Vitra \* Vitsoe \* Vodafone \* **W** Waitrose \* WCL \* Weil Gotshal & Manges \* Wella \* Welsh Development Agency \* Welsh Language Board \* Westminster City Council \* Which? \* Wildlife Trusts \* Windsor Life Assurance \* Wolff Olins \* Woodland Trust \* World Wide Fund for Nature \* Write Image \* **Y** Yakult \* Yorkshire Forward \* **Z** Zoological Society of London \* Zurich

## Further Information

### Venue

The Grange Holborn Hotel  
50-60 Southampton Row  
London WC1B 4AR  
Tel: 020 7242 1800

### Seminar Leader

**Nicholas van Zanten BA (Hons), FlinstD, MCIPR**

A member of MENSA and one of Europe's leading PR trainers. Formerly a journalist for Which? Magazine he has been involved in PR training for more than 20 years.



### Discounts

The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). The cost includes lunch, refreshments, course documentation and a certificate of attendance. All prices plus VAT.

### Confirmation

Once you have booked, written confirmation will be sent to you, along with a map of the venue and an invoice. The invoice must be paid in full before attending the course.

### Cancellations and Substitutions

You can cancel your course booking, transfer your booking to a new date, or substitute a delegate at anytime you wish without incurring any penalty whatsoever.

### Hotels

The course fee does not include hotel accommodation. If you would like to stay in a hotel we recommend you call Booking Services International on 0870 830 4200. They will book any hotel of your choice at a preferential rate.

### Other PR Training Courses

Meet The Press is Britain's biggest PR training company. Other courses include:

#### • Public Relations Finishing School

A one-day advanced level seminar designed to help the experienced PR professional gain rapid promotion. Run three times a year. Cost is £695.50.

#### • Creative PR Copywriting

A one-day course that will show you how to dramatically improve your PR writing skills. Run four times a year in London. Cost is £595.50.

#### • Public Relations for Absolute Beginners

An intensive two-day introduction to PR for those with no previous experience whatsoever. Run four times a year in London. Cost is £995.50.

### For More Information Contact

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Telephone 0870 4203051  
Contact our web site [www.meetthepress.com](http://www.meetthepress.com)  
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