



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



**Public Relations (PR)
Campaign: Plan,
Strategies and Evaluation**

OVERVIEW



All businesses, big or small, need to communicate their mission or message to their target audience. Public relations campaigns help businesses with this. A public relations campaign relates to a series of activities planned in advance to meet a specific goal. Strategy and tactics are two key elements of a public relations campaign plan. Strategy justifies the overall objectives, key message and target audience, while tactics refers to the actions undertaken to meet the strategy defined.

There are different types of PR campaigns—from long-term, perception-changing and awareness-raising ones to short-term product launches and events. All campaigns require good planning to focus efforts, improve effectiveness, encourage long-term vision with the organisation, reduce risks, manage conflicting priorities, conduct proactive branding, etc. A well-planned public relations campaign also provides value for money.

While such campaigns are extremely important for an organisation to stay connected with its target audience, there are many influencing factors that could pose risks or jeopardise the efforts invested by the organisation to convey the message or establish a good, healthy relationship with its audience. Thus, organisations need to carefully plan and execute their public relations campaigns.

This training course will empower you with complete knowledge, understanding and experience of public relations campaigns, right from planning to execution. The knowledge and experience gained through this course will equip you with the complete skill set required to successfully drive public relations activities, specific campaigns, in your organisation, thereby increasing opportunities for your growth and progression.

The Public Relations (PR) Campaign: Plan, Strategies and Evaluation course offers experience, knowledge and exposure that will help you not only in your current organisation or role but also in any other organisation or role.



Course Objectives

The main objective of this Public Relations (PR) Campaign: Plan, Strategies and Evaluation course is to empower professionals with :

- Complete knowledge and information about planning and execution of public relations campaigns
- The required skill and confidence to independently plan and drive campaigns for their organisation or clients
- The experience and awareness to pre-empt challenges and risks and address them before the launch of the campaigns
- The capability to contribute to effective branding and reputation management of their organisation or for their clients
- The awareness and confidence to effectively handle all external factors that influence the outcome of a campaign
- The knowledge and skill to work with advanced concepts and techniques to regularly check and objectively measure the effectiveness of PR campaigns
- The complete skill set to play an important part in boosting the growth and influencing the success of their organisation or client organisations by creating, planning and executing effective, attractive and innovative PR campaigns

TRAINING METHODOLOGY

All training courses are extremely flexible and can be customised to suit the training audience. Audio-visual presentations are used to deliver the theoretical aspect of the training, while the practical aspect is supported by group activities. Trainee participation is encouraged through group tasks, including short presentations, assignments, role-plays, etc.

Case study discussions help trainees relate important aspects of the training to practical, relevant scenarios they have heard about. Trainees are also encouraged to share experiences from their current job role or organisation, and the trainer discusses these experiences and draws reference to the training content.





Organisational Benefits

Organisations whose professionals undertake this Public Relations (PR) Campaign: Plan, Strategies and Evaluation course will benefit in the following ways:

- Experienced employees to successfully plan and execute PR campaigns
- Greater visibility and better branding and reputation management
- Better customer relationship and crisis management
- Greater credibility because of highly successful public relations campaigns
- Organisational growth and development because of better branding and increased clientele (for public relations agencies)
- Increased investments because of better branding, increased visibility and higher credibility, implying higher prospects for the business
- Accurate and effective measurement of the outcome of PR campaigns using advanced techniques and concepts
- Reduced marketing and advertising costs
- Reduced impact of political, legal or social interferences

PERSONAL BENEFITS

Professionals attending this course will benefit in the following ways:

- Complete knowledge and experience to successfully undertake higher roles and responsibilities involved in planning and executing various public relations campaigns
- Increased confidence to independently and successfully drive innovative campaigns for one's organisation or client organisations, thus demonstrating potential and increasing opportunities for career growth and progression
- Enhanced experience and skillset to apply advanced techniques and concepts to accurately track and measure the outcome and success of campaigns
- Better foresight and awareness to predict challenges and take action to prevent mishaps during the campaign, which may affect results
- Greater experience and exposure to confidently manage external influencing factors
- Increased experience and confidence to enhance client relationships and improve organisational credibility
- A sense of achievement and pride to contribute to organisational growth by better branding and reputation management through effective public relations campaigns



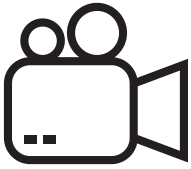


WHO IS THIS PROGRAMME FOR?

The programme is ideal for:

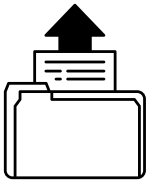
- Senior management of an organisation who should be aware of all important aspects related to planning and execution of successful PR campaigns
- Members of public relations agencies responsible for launching campaigns for their client organisations
- Public relations practitioners or officers of an organisation responsible for its branding and reputation management
- Marketing professionals responsible for press releases and other announcements related to various campaigns
- Human resource professionals who play a role in branding and reputation management for an organisation and who could contribute to public relations campaigns
- Investors who need to be able to judge the prospect or success of a business based on the plans and strategies for its public relations campaigns
- Any other professional who would like to know how to successfully plan and execute PR campaigns

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Characteristics of Public Relations Campaigns

Module 2 : Phases of Public Relations Campaigns

Module 3 : Essential Components of Public Relations Campaigns

Module 4 : External Factors Influencing Public Relations Campaigns

Module 5 : Steps to Plan and Execute Effective Public Relations Campaigns

Module 6 : Importance of Public Relations Campaigns

Module 7 : Effect of Public Relations Campaigns on Aspects of Management

Module 8: Challenges in Public Relations Campaigns



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.

OUR CLIENT





Jakarta International Customer Service Institute

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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