

Public Relations Dashboards Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Public Relations Dashboards Training Course equips professionals with the skills to leverage analytics, track media performance, and measure ROI effectively. Participants will master interactive dashboards, real-time media monitoring, sentiment analysis, and KPIs, enabling them to make strategic, evidence-based decisions that enhance brand reputation and stakeholder engagement.

This comprehensive program integrates hands-on learning, case studies, and industry best practices to ensure PR professionals can visualize insights, optimize campaigns, and demonstrate impact to leadership. By focusing on emerging PR technologies, social listening tools, and AI-powered analytics, learners will gain the expertise to transform raw data into actionable insights, drive campaign success, and maintain a competitive edge in an ever-evolving communications landscape.

Programme Curriculum

Public Relations Dashboards Training Course

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Course Duration

5 days

Course Objectives

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

1. Understand the fundamentals of PR analytics and dashboard design
2. Utilize real-time media monitoring tools for proactive decision-making
3. Implement KPIs and performance metrics to measure campaign effectiveness
4. Create interactive PR dashboards for executive reporting
5. Leverage social listening and sentiment analysis for brand insights
6. Apply AI and predictive analytics to forecast PR trends
7. Optimize earned media coverage and share of voice tracking
8. Transform complex datasets into actionable insights
9. Conduct competitive benchmarking using advanced analytics tools
10. Integrate cross-channel PR data into unified dashboards
11. Enhance stakeholder reporting with visual storytelling
12. Evaluate campaign ROI and media impact with data-driven strategies
13. Stay ahead with emerging PR technologies and industry trends

Target Audience

1. PR Managers and Executives
2. Communication Specialists
3. Media Analysts
4. Marketing Professionals
5. Social Media Managers
6. Brand Strategists
7. Corporate Communication Teams
8. PR Consultants and Agencies

Course Modules

Module 1: Introduction to PR Dashboards

- Understanding PR analytics fundamentals
- Overview of dashboard types and visualization tools
- Key PR KPIs and metrics
- Importance of data-driven decision-making
- Case Study: Top global brands' dashboard strategies

Module 2: Data Collection & Media Monitoring

- Media monitoring tools for real-time insights
- Capturing earned, owned, and paid media data
- Setting up automated data feeds
- Ensuring data accuracy and relevance
- Case Study: Crisis management through social listening

Module 3: Social Media Analytics & Sentiment Tracking

- Measuring engagement, reach, and impressions
- Analyzing sentiment trends across channels
- Identifying influencers and brand advocates
- Leveraging social listening for campaign optimization
- Case Study: Social sentiment recovery for a global brand

Module 4: KPI Measurement & Campaign Evaluation

- Establishing PR goals and measurable KPIs
- Tracking campaign performance metrics
- Benchmarking against industry standards
- Reporting ROI to stakeholders
- Case Study: Evaluating a multi-channel PR campaign

Module 5: Dashboard Design & Visualization

- Best practices in visual storytelling
- Designing interactive dashboards with charts & graphs
- Selecting the right visualization tools
- Ensuring dashboards are user-friendly
- Case Study: Executive dashboard transformation

Module 6: Predictive Analytics & Trend Forecasting

- Using AI for trend prediction in PR
- Forecasting media coverage and public sentiment
- Integrating historical data for predictive models
- Tools for predictive PR analytics
- Case Study: Predicting campaign success for a product launch

Module 7: Cross-Channel Data Integration

- Combining social, web, and traditional media data
- Creating a unified view of PR performance
- Managing data from multiple platforms
- Ensuring data consistency and reporting accuracy
- Case Study: Multi-channel dashboard for a multinational company

Module 8: Reporting & Stakeholder Communication

- Presenting insights to executives
- Customizing dashboards for stakeholder needs
- Using storytelling techniques for reporting
- Evaluating campaign success metrics
- Case Study: Improving boardroom PR reporting

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.

- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
- Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500

Start Date	End Date	Location	Price
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com