

Public Relations Program Evaluation 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

In today's data-driven communication environment, organizations are increasingly expected to demonstrate measurable outcomes from their public relations initiatives. Public Relations Program Evaluation has evolved from traditional media monitoring to sophisticated performance measurement frameworks that assess stakeholder engagement, brand reputation, communication effectiveness, digital influence, and return on investment (ROI). Public Relations Program Evaluation Training Course equips communication professionals with the skills, tools, and methodologies required to evaluate PR campaigns using modern analytics, evidence-based decision-making, and internationally recognized evaluation standards. Participants will gain practical knowledge on measuring communication impact, audience perception, media performance, and strategic business outcomes.

The course integrates emerging trends such as Digital Analytics, Artificial Intelligence (AI) in PR Measurement, Data Visualization, Social Listening, Reputation Intelligence, ESG Communication Metrics, Stakeholder Sentiment Analysis, and Integrated Communication Evaluation. Through real-world case studies, practical exercises, and hands-on evaluation frameworks, participants will learn how to design, implement, and report effective PR evaluation programs that support organizational objectives, enhance accountability, and strengthen strategic communication performance.

Programme Curriculum

Public Relations Program Evaluation Training Course

Introduction

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5 days

Course Objectives

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

1. Develop data-driven PR evaluation frameworks aligned with organizational goals.
2. Apply KPI Measurement and Performance Analytics for communication campaigns.
3. Design outcome-based communication evaluation strategies.
4. Measure stakeholder engagement using advanced analytics tools.
5. Conduct media impact analysis and reputation monitoring.
6. Utilize AI-powered communication measurement techniques.
7. Implement social listening and sentiment analysis methodologies.
8. Evaluate digital PR performance across multiple communication channels.
9. Calculate Communication ROI and business impact metrics.
10. Create executive-level PR evaluation dashboards and reports.
11. Apply international standards for communication measurement and evaluation.
12. Integrate ESG, sustainability, and corporate reputation indicators into PR evaluation.
13. Develop continuous improvement strategies based on communication insights and predictive analytics.

Target Audience

1. Public Relations Managers
2. Corporate Communication Officers
3. Media Relations Specialists
4. Marketing and Brand Managers
5. Government Communication Professionals
6. NGO and Development Communication Officers
7. Reputation Management Consultants
8. Communication Monitoring and Evaluation Specialists

Course Modules

Module 1: Foundations of Public Relations Evaluation

- Evolution of PR measurement and evaluation

- Importance of evidence-based communication management
- Evaluation models and frameworks
- Communication objectives and performance indicators
- International standards for PR evaluation
- **Case Study:** Evaluating a multinational organization's global reputation management campaign.

Module 2: Strategic Planning for PR Evaluation

- Developing evaluation plans
- SMART communication objectives
- Logic models and theory of change
- Stakeholder mapping and analysis
- Evaluation design and methodology
- **Case Study:** Designing an evaluation framework for a national public awareness campaign.

Module 3: Media Monitoring and Media Impact Assessment

- Traditional media measurement techniques
- Media quality and message penetration analysis
- Share of Voice (SOV)
- Media reach and influence metrics
- Media benchmarking strategies
- **Case Study:** Assessing media coverage effectiveness during a product launch campaign.

Module 4: Digital PR Analytics and Social Media Measurement

- Digital communication KPIs
- Social media analytics dashboards
- Engagement rate analysis
- Social listening platforms
- Influencer performance measurement
- **Case Study:** Measuring the effectiveness of a digital advocacy campaign across social media channels.

Module 5: Stakeholder Engagement and Sentiment Analysis

- Stakeholder perception measurement
- Survey design and feedback systems
- Sentiment analysis techniques
- Online reputation assessment
- Audience behavior tracking
- **Case Study:** Analyzing public sentiment during a corporate crisis communication response.

Module 6: Communication ROI and Business Impact

- Understanding communication ROI
- Linking PR outcomes to business objectives
- Cost-benefit analysis
- Impact measurement frameworks
- Value creation through strategic communication
- **Case Study:** Calculating ROI for a corporate sustainability communication campaign.

Module 7: Data Visualization and Reporting

- Communication dashboards
- Executive reporting techniques
- Data storytelling
- Visualization tools and technologies
- Presentation of evaluation findings
- **Case Study:** Building a CEO-level communication performance dashboard.

Module 8: Emerging Trends and Advanced Evaluation Techniques

- Artificial Intelligence in PR evaluation
- Predictive analytics for communication planning
- ESG communication metrics
- Reputation intelligence platforms
- Future trends in communication measurement
- **Case Study:** Using AI-driven analytics to predict stakeholder responses during organizational change.

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

- a. The participant must be conversant with English.
- b. Upon completion of training the participant will be issued with an Authorized Training Certificate
- c. Course duration is flexible and the contents can be modified to fit any number of days.
- d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e. One-year post-training support Consultation and Coaching provided after the course.
- f. 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
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

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