

Strategic Planning in Public Relations

2nd Edition

By Kieran Knights

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A practical guide to strategic planning in public relations

In the past, the effectiveness of PR has been hard to measure. Strategic planning aims to change the way PR practitioners carry out their campaigns. By taking a more fact-based and scientific approach, it enables PRs to back up their campaign proposals with clear and concise evidence.

This Briefing aims to provide useful tips on how to go about strategically planning your campaigns – from understanding your audience to preparing briefs and selecting the right evaluation tools. Everyone from the novice PR to the most seasoned practitioner will find it a helpful tool to improving their approach to PR.

Contents

1. What is strategic planning and why do we need it?
2. The strategic planning process
3. Getting out what you put in
4. Understanding your audience
5. Ensuring creativity lives up to the planning promise
6. Measurement and evaluation as a planning tool
7. Media planning
8. The pleasure of planning

Market

The public relations sector and all those who operate within it.

Author

Kieran Knights is a successful consultant specialising in strategic planning for public relations. Until 2001 he was Planning Director at Shandwick International, a position he had held since 1996. In a career stretching back more than 20 years he gained experience in various PR roles, including Editorial Director of Bryant Jackson & Associates. He also speaks on strategic planning at many conferences and seminars around the UK.

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