



Sales, Marketing and Customer Service

Public Relations Monitoring and Measurement

Course Introduction

This program has been meticulously designed to provide you with a deep understanding of the subject matter while equipping you with practical skills that you can apply in real-world scenarios. Throughout this course, we will delve into the fundamentals, foster critical thinking, enhance your communication abilities, and ultimately empower you to achieve measurable outcomes.

Target Audience

Sales Executives

- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

Learning Objectives

At the end of the training course, participants will be able to

- Gain a comprehensive understanding of the fundamental concepts and principles related to the subject matter, ensuring they have a strong knowledge foundation.
- Obtain practical skills, tools, and techniques that they can apply in real-world situations, enhancing their ability to perform specific tasks or solve practical problems.
- Think critically, analyze information, and make informed decisions, fostering a more analytical and problem-solving mindset.
- Enhance communication skills, enabling them to convey information clearly, persuasively, and adaptively, both in written and verbal forms.
- Demonstrate measurable outcomes, such as improved performance, increased productivity, or the successful completion of specific projects or tasks related to the training content.

Course Outline

• 01 Day One

Introduction to PR Monitoring and Measurement

- Overview of PR monitoring and measurement concepts.
- Define PR goals and objectives.
- Explain the importance of monitoring and measurement in PR.
- Setting up a monitoring and measurement framework.
- Identify key performance indicators (KPIs) for PR campaigns.
- Discuss tools and technologies for PR tracking.

• 02 Day Two

Media Monitoring and Analysis

- Understanding media monitoring.

- Explain the types of media (traditional and digital) relevant to PR.
- Demonstrate how to set up media monitoring alerts.
- Analyzing media coverage.
- Interpret media mentions and sentiment analysis.
- Identify trends and patterns in media coverage.

• 03 Day Three

Social Media Monitoring and Engagement

- Introduction to social media monitoring.
- Discuss the role of social media in PR.
- Explore social media monitoring tools and platforms.
- Engaging with the online community.
- Strategies for responding to comments and messages.
- Analyze social media metrics and engagement data.

• 04 Day Four

PR Measurement Metrics

- Types of PR measurement metrics.
- Discuss outputs vs. outcomes.
- Explore common PR metrics like reach, impressions, and engagement.
- Setting up measurement dashboards.
- Create sample measurement dashboards using tools like Google Analytics or PR-specific software.
- Discuss how to track progress towards PR goals.

• 05 Day Five

Reporting and Actionable Insights

- Crafting PR reports.
- Create sample PR reports with key metrics and analysis.
- Discuss how to present data effectively to stakeholders.
- Turning data into actionable insights.
- Identify areas for improvement based on data analysis.
- Develop strategies for optimizing future PR campaigns.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 7, 2025	Nov. 11, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Dubai