
Overview

This standard is about developing a public relations plan for the implementation of public relations activities and/or campaigns. It includes confirming the objectives and the agreed budget, agreeing the overall approach to carrying out public relations activities and/or campaigns, and producing a plan which contains all necessary elements. It also includes establishing the criteria by which the success of the plan will be evaluated and appropriate monitoring procedures. It is for public relations professionals who develop public relations plans, either in-house or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 confirm the public relations objectives as set out in the agreed public relations strategy
 - P2 confirm the agreed budget for public relations activity
 - P3 identify and confirm the needs and characteristics of the target audience
 - P4 engage with internal and external audiences and publics to identify communications themes and messages that achieve strategic public relations objectives
 - P5 evaluate potential communication channels, media and creative platforms, taking account of the target audience and the budget and develop a creative brief
 - P6 test or pilot potential communications messages and make appropriate modifications
 - P7 assess the risks to the public relations plan and how these might be mitigated
 - P8 determine the actions and resources required to implement the public relations plan
 - P9 establish the criteria by which the plan will be evaluated and associated timescales
 - P10 seek advice and guidance from recognised sources of expertise
 - P11 produce a public relations plan that identifies the required methods, actions, resources, timescales, budget and criteria
 - P12 establish monitoring procedures that will provide information for evaluation
 - P13 consult with key stakeholders, making appropriate amendments in line with feedback
 - P14 agree the public relations plan with decision-makers
 - P15 develop, test and publish appropriate public relations guidelines for use by wider staff and/or publics

Knowledge and understanding

You need to know and understand:

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to public relations
- K2 the vision, objectives and culture of the overall organisation
- K3 the organisation's structure and business processes
- K4 the organisation's market and publics
- K5 internal and external publics and how to engage them to identify communications themes and messages
- K6 potential communication channels, media and creative platforms and how to select those which are most appropriate for the target market and agreed objectives
- K7 how to develop a creative brief
- K8 methods of testing or piloting potential communications messages
- K9 the types of risk to the public relations plan and how these might be mitigated
- K10 how to determine actions and resources required to meet given public relations objectives
- K11 how to establish evaluation criteria
- K12 sources of expertise that can provide advice and guidance
- K13 the content to be included in a public relations plan
- K14 how to develop monitoring arrangements that will provide information that can be evaluated
- K15 common types of public relations guidelines and how to develop and test them

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