

# Module 11

## Have you got it all right?

### Public Relations Campaign Overview

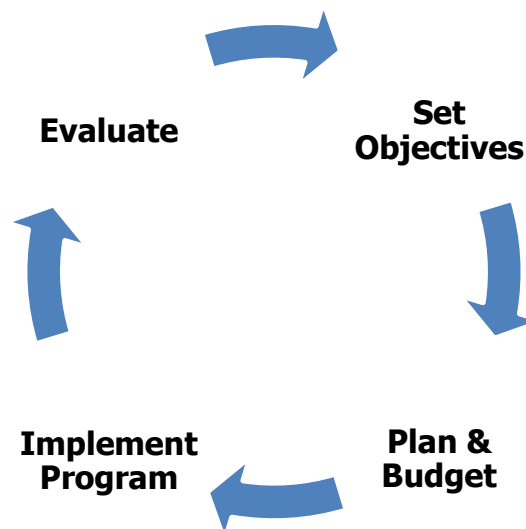
Before you complete your PR strategy development, implementation and evaluation you need to review the whole process. No plan is complete without a final checklist.

In fact, public relations is cyclical in nature and an ongoing process, irrespective of the results. The final step in the cycle is a review of the whole programme, what was done, why, and with what result, followed by a decision to continue the programme as is, to stop it, or to modify it.

The following questions should be asked after evaluating the results:

- What should we do more of?
- What should we do less of?
- What should we keep doing the same amount of?

Responses to these questions should guide you directly to your next steps. This model will help you to continue the process.



**Make sure your plan includes the following:**

- Background and/or introduction.
- Objectives
- Target Audience
- Strategy
- Recommendations
- Evaluation
- Budget
- Timeline

**EXERCISE 11: Where to from Here -the Cyclical Nature of PR**

What are your next steps?

Where do you go from here with your campaign?

Did you succeed in ensuring your campaign included all the necessary components?

What did you forget? What else do you need?