The four-step public relations process — Research, Planning, Implementation and Evaluation (RPIE) — makes up the largest portion of the APR computer-based Examination for Accreditation in Public Relations. It informs a public relations plan with qualitative and quantitative data, and lifts the public relations function from tactical to strategic. The RPIE process also transforms public relations measurement from output-based to outcomes-focused. Join fellow APR candidates for an overview of RPIE, and learn how to prepare for the Examination questions related to the process. Specifically, in this webinar you will learn:

* Research methods and their applications.
* The difference between goals, objectives, strategies and tactics.
* The importance of audience identification.
* To evaluate by outcomes versuss. outputs.
* RPIE and the scenario-based question format.