

ANNUAL PR PLAN

Template & Methodology Framework

Reporting Year: [YYYY]

Prepared by

Cluster D — PR, Media, Stakeholder Engagement & Crisis Communications

1. Executive Summary

This Annual PR Plan establishes the strategic framework, narrative pillars, stakeholder priorities, media engagement approach, and measurement model for the [Client]'s public relations programme over the reporting year. The plan is designed to operate as a living document, updated quarterly to reflect business developments, market dynamics, and stakeholder feedback.

The plan is structured to align directly with the Client's overarching communication strategy (Cluster A baseline) and to coordinate with adjacent execution clusters — Events (B), Digital & Content (C), and Internal Communications (Cross-Cutting) — under unified governance.

Plan at a Glance

Reporting Period	[Q1 YYYY – Q4 YYYY]
Primary Markets	Kingdom of Saudi Arabia (national + regional press); GCC tier; selected international trade press
Languages	Arabic & English (full bilingual coverage)
Strategic Anchors	Vision 2030 alignment; sectoral leadership; talent and capability development; sustainability and ESG
Tone of Voice	Authoritative, measured, nationally aligned, future-forward

2. PR Objectives

PR objectives are mapped to four strategic outcomes, each with defined KPIs that are reported monthly and reviewed quarterly:

Objective	Description	Primary KPI
1. Reputation	Position the [Client] as a leading and trusted national institution within its sector.	Share of voice (SoV); favourability rating in tier-1 coverage
2. Visibility	Sustain consistent, high-quality coverage in priority Arabic and English outlets across KSA and the region.	Earned media mentions; tier-1 placement count
3. Thought Leadership	Establish leadership voices as recognized commentators on Vision 2030, sectoral, and capability-development topics.	Bylined articles published; speaker placements; quote pickups

Objective	Description	Primary KPI
4. Stakeholder Trust	Build and protect trust with government, investor, partner, and community stakeholders through proactive engagement.	Stakeholder sentiment; engagement event attendance & feedback

3. Audience & Stakeholder Mapping

Audiences are segmented across four tiers, each with defined messaging priorities and channel preferences:

Audience Tier	Primary Stakeholders	Engagement Priority
Tier 1 — Government & Regulators	Ministries, regulators, sectoral authorities	High-touch, low-frequency; private briefings; quarterly engagement
Tier 2 — Industry & Business	Sector partners, suppliers, financial counterparties, peers	Mid-frequency; thought leadership; trade press; conferences
Tier 3 — Media & Influencers	KSA tier-1 outlets, GCC press, sectoral trade press, key journalists	Continuous; press releases, briefings, exclusives, media moments
Tier 4 — Public & Community	Local communities, employees-as-ambassadors, alumni, general public	Continuous; digital, social, internal cascade, community programmes

4. Narrative Pillars

Four narrative pillars structure all messaging across the year. Every piece of earned coverage, byline, or stakeholder communication should reinforce one or more of these pillars:

No	Pillar	Core Narrative
1	National Contribution	The [Client]'s sustained role in the Kingdom's transformation — measurable contribution to Vision 2030, infrastructure delivery, and national capability building.
2	Operational Excellence	Project delivery at scale, technical depth, safety and quality standards, and the discipline behind complex large-scale execution.
3	Talent & Capability	Investment in Saudi talent, partnerships with academic institutions, training programmes, and the long-term build-out of national capability.
4	Sustainable Future	Modern construction methodologies, ESG commitments, and the sectoral leadership required to deliver a sustainable infrastructure pipeline.

5. Media Strategy & Target Outlets

Media targets are tiered by reach, credibility, and audience alignment. The plan combines proactive placements with reactive opportunity capture, supported by a structured outlet relationship programme.

5.1 Target Media Tiers

Tier	Type	Indicative Outlets
Tier 1 — National	KSA national press (Arabic & English), broadcast, news agencies	Asharq Al-Awsat, Al Riyadh, Okaz, Al Eqtisadiyah, Arab News, Saudi Gazette, SPA, Al Arabiya, Al Ekhbariya
Tier 2 — Regional	GCC and pan-Arab press; English-language regional	Gulf News, The National, Khaleej Times, Al-Hayat, CNBC Arabia
Tier 3 — Sectoral	Construction, infrastructure, real estate, energy trade press	MEED, Construction Week, Big Project ME, Zawya, Trade Arabia
Tier 4 — Digital	Owned, social, LinkedIn thought leadership, key digital influencers	LinkedIn, X (Twitter), corporate blog, leadership profiles

5.2 Engagement Cadence

- **Weekly:** media monitoring, sentiment tracking, opportunity scanning
- **Monthly:** planned press release / executive byline / social leadership content
- **Quarterly:** media roundtable or briefing with tier-1 journalists; trade press deep-dive
- **Bi-annually:** editor relationship reviews; media perception audit
- **Annually:** flagship press conference / leadership announcement / industry-defining moment

6. Annual PR Calendar

The annual calendar overlays planned proactive activity against expected reactive moments. It is reviewed monthly and republished quarterly.

Quarter	Strategic Theme	Proactive Activity	Anticipated Reactive Moments
Q1	Year ahead — vision, growth, partnerships	Annual leadership announcement; press conference; CEO/Chair byline; budget commentary	Government budget cycle; Q1 sector reports; industry awards
Q2	Operational excellence — project milestones, delivery	Project announcements; safety/quality coverage; sectoral conference participation	Major project deadlines; Ramadan/Eid CSR; trade press features

Quarter	Strategic Theme	Proactive Activity	Anticipated Reactive Moments
Q3	Talent & sustainability — people, ESG, capability	Talent programme launch; ESG / sustainability disclosures; training partnership announcements	Hajj operational coverage; back-to-school capability narratives; sustainability index reporting
Q4	Year-end — performance, outlook, recognition	Year-in-review feature; CEO outlook byline; awards strategy; community programmes	Saudi National Day; year-end sectoral reviews; industry rankings

7. Measurement Framework

Measurement is structured across three layers — output, outcome, and impact — to ensure the plan delivers reputation value, not only activity volume.

Layer	Definition	Indicative Metrics
Output	Volume and quality of activity delivered	Press releases issued; bylines published; media briefings held; speaker placements
Outcome	Earned coverage and engagement generated	Tier-1 placements; share of voice; favourability rating; quote pickups; AVE/EAV
Impact	Shift in stakeholder perception, trust, and behaviour	Stakeholder sentiment tracking; reputation index; pre/post message recall; trust surveys

Reporting Cadence

- **Weekly:** activity log + media monitoring snapshot
- **Monthly:** KPI dashboard with trend analysis
- **Quarterly:** strategic review with leadership; pillar-by-pillar performance and recommendations
- **Annually:** full-year reputation review and forward plan

8. Governance & Approval Workflow

All earned-media outputs follow a structured approval workflow to ensure brand, legal, and stakeholder alignment:

Step	Stage	Responsibility
1	Drafting	PR Lead drafts content aligned to narrative pillars and tone of voice.

Step	Stage	Responsibility
2	Internal review	Account Director quality-reviews; bilingual review for Arabic accuracy.
3	Client review	Client communications team reviews and provides feedback within agreed SLA.
4	Senior approval	Leadership / Legal sign-off where required (always for executive bylines, sensitive topics).
5	Distribution	Coordinated bilingual distribution; embargo management where applicable.
6	Monitoring & reporting	Coverage tracked, sentiment scored, results integrated into KPI dashboard.

9. Risk & Issues Watchlist

The plan maintains a live risk register. Topics flagged for proactive narrative ownership and reactive readiness include:

- Project delivery delays or quality incidents
- Health, safety, and labour-practice topics across project sites
- Regulatory and policy shifts affecting the sector
- Sustainability, ESG, and environmental scrutiny
- Leadership transitions or significant organizational changes
- Macroeconomic and geopolitical commentary affecting industry sentiment

All flagged topics have associated holding statements, key messages, and Q&A maintained as part of the Crisis Communications Playbook (see separate document).

This document is a sample template prepared by _____ to demonstrate Cluster D capability under the _____ Framework Agreement RFP. All client names, project specifics, and quantitative data have been redacted.