

Strategic Media Planning in Multicultural and International Contexts

26 – 30 July 2027
Berlin (Germany)

UK Traininig

PARTNER



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Introduction

The Strategic Media Planning course is a five-day interactive training program designed to equip participants with the essential knowledge and practical tools for developing and executing integrated media strategies. The program combines the latest approaches in digital and traditional media planning, while emphasizing the importance of crisis communication and international public relations in complex environments. By the end of the course, participants will be able to design impactful media plans, achieve organizational objectives, and strengthen their institution's image across diverse markets.

Course Objectives

- Understand the fundamentals of strategic media planning.
- Discover global best practices for developing effective media strategies.
- Define measurable communication objectives and analyze target audiences.
- Craft key messages aligned with institutional goals.
- Apply performance measurement and evaluation tools to media campaigns.
- Strengthen skills in international public relations.
- Gain practical techniques for managing campaigns and crisis communication.
- Develop comprehensive media plans that balance digital and traditional platforms.

Course Outlines

Day 1: Introduction to Strategic Media Planning

- The role of media in organizations and institutions.
- Core concepts and principles of strategic media planning.
- Review of successful global media strategies.
- Defining clear and measurable media objectives.

Day 2: Defining Objectives and Key Messages

- Developing realistic and specific campaign goals.
- Analyzing and segmenting target audiences.
- Building persuasive media messages.
- Setting KPIs and aligning them with institutional strategy.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Day 3: Developing and Implementing Media Strategies

- Designing integrated media plans for multicultural contexts.
- Balancing digital and traditional communication channels.
- Budgeting and scheduling campaigns effectively.
- Enhancing planning skills in media and international public relations.

Day 4: Monitoring Performance and Campaign Analysis

- Measuring and evaluating campaign effectiveness.
- Using digital performance analytics tools.
- Reviewing data insights for continuous improvement.
- Addressing weaknesses in media strategies.

Day 5: Optimizing Strategies and Crisis Communication

- Applying evaluation results to strengthen media performance.
- Designing proactive crisis communication strategies.
- Simulating real-world crisis scenarios.
- Delivering a final actionable strategic media plan.

Why Attend this Course: Wins & Losses!

- Acquire advanced expertise in strategic media planning.
- Gain tools to design innovative media strategies.
- Build strong skills in crisis communication.
- Improve the effectiveness of international public relations activities.
- Learn to apply advanced performance measurement and analytics.
- Develop comprehensive campaigns for multicultural audiences.
- Benefit from case studies and interactive practical sessions.
- Strengthen institutional reputation and media visibility.

Conclusion

This course offers a unique opportunity for professionals to build advanced skills in strategic media planning, enhance their capacity to design and implement cutting-edge media strategies, and effectively manage crisis communication challenges.

By combining digital and traditional approaches and applying proven methods in international public relations, participants will be able to create impactful, comprehensive media plans that drive measurable results and strengthen institutional presence in competitive environments.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

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