

Media Strategic Planning training course

Amsterdam (Netherlands)

17 - 21 November 2025

UK Training

PARTNER



Media Strategic Planning training course

Code: PR28 From: 17 - 21 November 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

This interactive five-day training course delves into the techniques and principles of strategic media planning in multicultural and international contexts, with a particular focus on applying these strategies in international organizations. The course is designed to equip participants with the necessary tools and resources to create effective media strategies, using both digital media planning and traditional media strategies, enhancing the ability to manage media campaigns and convey messages effectively to target audiences across diverse media platforms.

Course Objectives

By the end of the course, participants will be able to:

- Understand the fundamental principles and advanced mechanisms of media planning.
- Apply quality management techniques to ensure the effectiveness of data and information in media strategies.
- Recognize the core applications and limitations of international media strategies.
- Develop tailored media strategies that align with the specific goals of international organizations.
- Utilize performance analysis tools to optimize media strategies.
- Create a comprehensive media strategy plan using digital media strategic planning and traditional media planning techniques.

Course Outlines

Day 1: Introduction to Strategic Media Planning

- Introduction to strategic media planning and its importance in international organizations.
- The basic principles and essential tools of strategic planning.
- Analyzing the current media landscape and reviewing successful case studies in strategic media relations.
- Setting clear media goals and objectives.

Day 2: Formulating Objectives and Defining Key Messages

- How to set clear and realistic strategic objectives.
- Analyzing target audiences and identifying core media messages.
- Establishing Key Performance Indicators KPIs to measure success.

Day 3: Developing and Implementing Media Strategies

- Developing media strategies and identifying the most effective media channels.
- Media buying strategies and integrating digital media with traditional media.

The logo for UK Training Partner features the text 'UK Training' in a black sans-serif font above the word 'PARTNER' in a larger, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) and a circular ripple effect.

- Planning media campaigns, including timing, resources, and tactics.

Day 4: Monitoring Performance and Analyzing Campaigns

- How to track and evaluate the effectiveness of media campaigns.
- Data analysis and the use of advanced media performance analysis tools to assess campaign results.
- Creating strategies for continuous improvement based on campaign analysis.

Day 5: Improving Strategies and Crisis Management

- Developing strategies to enhance performance based on feedback and evaluation.
- Crisis management strategies and how to deal with unexpected issues.
- Simulating crisis scenarios and developing media strategies to manage them effectively.

Conclusion

This comprehensive course on strategic media planning aims to equip participants with the knowledge and skills needed to develop and implement effective media strategies in international contexts. By focusing on both social media strategy development and digital media strategic planning, participants will be well-prepared to create a strategic media plan that ensures maximum impact across diverse media channels. Participants will also gain insights into the best practices for strategic media relations, empowering them to design and execute media campaigns that drive success for their international organizations.

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