BLACKBIRD FOR TRAINING

Media Strategic Planning training course

Berlin (Germany)

24 - 28 February 2025

www.blackbird-training.com

Media Strategic Planning training course

Code: PR28 From: 24 - 28 February 2025 City: Berlin (Germany) Fees: 4200 Pound

Introduction

"This interactive five-day training course explores the techniques and principles of strategic media planning in multicultural international contexts, with a focus on how to apply them in international organizations."

Course Objectives:

- Understand the basic principles and advanced mechanisms of media planning.
- Apply quality management techniques to ensure the effectiveness of data and information.
- Identify the fundamental applications and limitations of international media strategies.
- Develop media strategies tailored to the specific goals of international organizations.
- Utilize performance analysis tools to enhance media strategies.

Course Outline:

Day 1:

- Introduction to Strategic Media Planning
  - Introduction to strategic media planning and its importance in international organizations.
  - Principles of strategic planning and its basic tools.
  - Analyzing the current situation and reviewing successful case studies.
  - Setting media goals and objectives.

Day 2:

- Formulating Objectives and Defining Messages
  - How to formulate clear and realistic strategic objectives.
  - Analyzing the target audience and identifying key messages.
  - Setting Key Performance Indicators KPIs to measure success.

Day 3:

- Developing and Implementing Media Strategies
  - Developing media strategies and identifying key messages and appropriate channels.
  - Planning media campaigns: timing, resources, and tactics.
  - Using digital and traditional media techniques.

Day 4:

- Monitoring Performance and Analyzing Campaigns

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

Day 5:

- Improving Strategies and Crisis Management
  - Developing strategies to improve performance based on feedback.
  - Strategies for handling crises and unexpected issues.
  - Simulating crisis scenarios and developing strategies to manage them.

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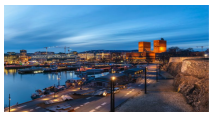
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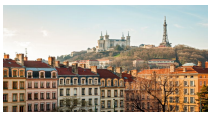
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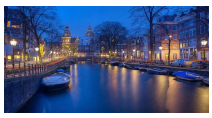
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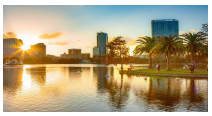
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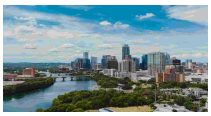
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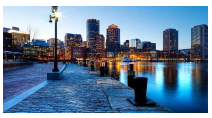
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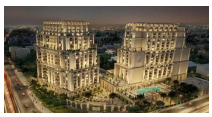
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