

## Media Strategic Planning training course

*Milan (Italy)*

*20 - 24 January 2025*

UK Training

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## Media Strategic Planning training course

Code: PR28 From: 20 - 24 January 2025 City: Milan (Italy) Fees: 4400 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**

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board is set against a background of concentric white circles on a light gray surface.

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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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