

Media Strategic Planning training course

Washington (USA)

4 - 8 November 2024

UK Training

PARTNER



Media Strategic Planning training course

Code: PR28 From: 4 - 8 November 2024 City: Washington (USA) Fees: 4700 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**

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned on a white and grey checkered chessboard background. In the foreground, there are three chess pieces: a silver pawn, a silver knight, and a gold king, arranged in a line from left to right. The background also features a series of concentric, light grey circles that create a sense of depth and focus on the text.

- 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.

UK Training
PARTNER



Blackbird Training Cities

Europe



Copenhagen (Denmark)



Sarajevo (Bosnia and Herzegovina)



Málaga (Spain)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Phoenix (USA)



Texas (USA)



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Seattle (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Singapore (Singapore)
(Kuwait)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Jakarta (Indonesia)



Amman (Jordan)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER



The image shows a chessboard with several pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, and there are concentric circles in the background.