

Media Strategic Planning training course

Bordeaux (France)

30 June - 4 July 2025

UK Training

PARTNER



Media Strategic Planning training course

Code: PR28 From: 30 June - 4 July 2025 City: Bordeaux (France) Fees: 4400 Pound

Introduction

The "Strategic Media Planning in Multicultural and International Contexts" course is a dynamic five-day program designed to empower professionals with the skills and insights required to excel in strategic media planning for international organizations. This course covers both digital media strategic planning and traditional media strategies, providing participants with the tools to create impactful media strategic plans and manage media campaigns across diverse platforms. With a focus on media relations, media training, and crisis management, this course ensures that participants can effectively convey messages to targeted global audiences while optimizing campaign results.

Course Objectives

By the end of this media planning course, participants will:

- **Understand Media Planning Principles:** Gain a solid foundation in the principles of strategic media planning and media relations.
- **Master Digital and Traditional Strategies:** Learn to integrate digital media strategic planning with traditional media for comprehensive media solutions.
- **Set Clear Objectives:** Define measurable goals, establish Key Performance Indicators KPIs, and tailor media strategies to organizational needs.
- **Optimize Performance:** Utilize media performance analysis tools to monitor and improve campaigns continuously.
- **Plan for Crises:** Develop proactive crisis management strategies and simulate scenarios to prepare for unexpected challenges.
- **Achieve Certification:** Complete this course to earn a Media Planning Certification, validating your expertise in creating and executing impactful media strategic plans.

Course Outlines

Day 1: Introduction to Strategic Media Planning

- Overview of what is media and its role in international organizations.
- Understanding media definition and the key principles of strategic media planning.
- Reviewing media planning processes and tools to analyze the current media landscape.
- Case studies on successful media strategies in diverse international contexts.

Day 2: Formulating Objectives and Defining Key Messages

- Setting clear and realistic goals for social media strategy development and media campaigns.
- Analyzing target audiences to craft impactful messages for media relations.

UK Training
PARTNER



- Establishing Key Performance Indicators KPIs to measure campaign success.
- Crafting core messages aligned with organizational objectives.

Day 3: Developing and Implementing Media Strategies

- Developing comprehensive media strategic plans for global audiences.
- Integrating media buying strategies and identifying the most effective media channels.
- Combining social media strategic plans with traditional media planning.
- Planning campaign timelines, budgets, and resource allocation for seamless execution.

Day 4: Monitoring Performance and Analyzing Campaigns

- Tracking and measuring campaign effectiveness using media performance analysis tools.
- Techniques for evaluating digital media strategic planning results.
- Advanced methods for analyzing data and improving campaign impact.
- Identifying and addressing gaps in media strategies for continuous improvement.

Day 5: Improving Strategies and Crisis Management

- Enhancing strategic media solutions using feedback and evaluation insights.
- Developing robust crisis management strategies to tackle unexpected challenges.
- Simulating crisis scenarios to refine strategic media relations.
- Finalizing and presenting a comprehensive media strategic plan for practical implementation.

Why Attend this Course: Wins & Losses!

- Professional Growth: Gain expertise in media planning certification to stand out in the competitive field of media management.
- Practical Skills: Master media training and learn to develop and implement powerful social media strategies.
- Global Impact: Build media campaigns tailored to multicultural and international audiences.
- Crisis Preparedness: Equip yourself with tools to handle crises efficiently through well-prepared crisis management strategies.
- Optimization Skills: Learn to track, analyze, and optimize media strategic planning processes for maximum ROI.

Conclusion

This course is the ultimate media strategy training for professionals looking to master strategic media planning in international contexts. Participants will walk away with the knowledge and skills to design impactful media strategies, optimize campaign results, and navigate the complexities of multicultural audiences. From social media strategy development to crisis management, this course prepares attendees to excel in their careers and achieve organizational goals.

Enroll today to earn your Media Planning Certification and become a leader in the field of professional media solutions!

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne
(Indonesia)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



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

