

Media Strategic Planning training course

Lyon (France)

17 - 21 March 2025

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Media Strategic Planning training course

Code: PR28 From: 17 - 21 March 2025 City: Lyon (France) 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**

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The text 'UK Training PARTNER' is overlaid on the board. The word 'PARTNER' is in a large, bold, black font, while 'UK Training' is in a smaller, black font above it.

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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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