

Advanced Media Monitoring Strategies: Insights and Implementation

Lisbon (Portugal)

3 - 7 February 2025

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Advanced Media Monitoring Strategies: Insights and Implementation

Code: PR28 From: 3 - 7 February 2025 City: Lisbon (Portugal) Fees: 4400 Pound

Introduction

In today's rapidly evolving digital environment, effective media monitoring is essential for organizations to shape public perception, manage crises, and seize new opportunities. This course equips participants with cutting-edge strategies, tools, and best practices in advanced media monitoring.

Course Objectives

By the end of this course, participants will be able to:

- Grasp the importance of comprehensive media monitoring in modern communication.
- Leverage advanced tools and techniques for efficient media analysis.
- Develop strategies for real-time engagement and sentiment analysis.
- Implement crisis management plans informed by media insights.
- Design a customized media monitoring strategy for their organization.

Course Outlines

Day 1: Foundations of Media Monitoring

- Introduction to Media Monitoring: Definition and Importance
- Understanding the Media Landscape: Traditional vs. Digital
- Key Success Metrics in Media Monitoring
- Identifying Target Audiences and Key Stakeholders

Day 2: Tools and Technologies

- Exploring Media Monitoring Tools: Features and Advantages
- Hands-on Workshop: Setting Up Monitoring Dashboards
- Introduction to AI and NLP in Media Monitoring
- Real-Time Alerts: Setting Up Notification Systems

Day 3: Sentiment Analysis and Audience Engagement

- Techniques for Sentiment Analysis: Tools and Best Practices
- Case Studies: Success Stories in Sentiment Tracking
- Engaging with Influencers: Amplifying Reach Strategically
- Crafting Effective Responses to Positive and Negative Mentions

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Day 4: Crisis Management and Competitor Analysis

- Building a Crisis Communication Plan
- Analyzing Media Coverage During Crises: Best Practices
- Competitor Analysis: Essential Tools and Methods
- Conducting a Competitive Media Landscape Review

Day 5: Implementation and Continuous Improvement

- Developing a Tailored Media Monitoring Plan
- Measuring Success: Metrics for Continuous Improvement
- Creating Feedback Loops: Sharing Insights Across Teams
- Final Q&A and Wrap-Up: Emerging Trends in Media Monitoring

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The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.