

Advanced Media Monitoring Strategies: Insights and Implementation

Lyon (France)

13 - 17 January 2025

UK Training

PARTNER

Advanced Media Monitoring Strategies: Insights and Implementation

Code: PR28 From: 13 - 17 January 2025 City: Lyon (France) Fees: 4200 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

UK Training

PARTNER



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

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

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)
(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)
Boston, Massachusetts (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Washington (USA)



Miami, Florida (USA)



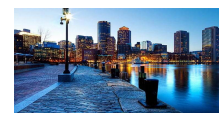
New York City (USA)



Seattle, Washington (USA)



Washington DC (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)



Beirut (Lebanon)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



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

