

Advanced Media Monitoring and Analysis: Tools,
Techniques, and Strategy

Milan (Italy)

5 - 9 May 2025

UK Training

PARTNER



Advanced Media Monitoring and Analysis: Tools, Techniques, and Strategy

Code: PR28 From: 5 - 9 May 2025 City: Milan (Italy) Fees: 4400 Pound

Introduction

This course offers an in-depth exploration of advanced media monitoring techniques and tools, with a focus on the latest methodologies and technologies. Participants will learn how to effectively collect, analyze, and interpret media data to support strategic decision-making and enhance communication strategies in the evolving media landscape.

Course Objectives

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

- Understand the principles and importance of advanced media monitoring.
- Utilize a variety of tools and techniques to analyze media effectively.
- Analyze trends and sentiments in media to support strategic decision-making.
- Prepare comprehensive reports and insights based on media data.
- Develop actionable insights for media strategies and communication planning.

Course Outlines

Day 1: Introduction to Advanced Media Monitoring

- Overview of media monitoring
 - Definition and significance in the current environment
 - Key concepts: media landscape, sources, and metrics

Day 2: Tools and Techniques for Media Monitoring

- Advanced monitoring tools
 - Review of leading software and platforms e.g., Meltwater, Cision, Brandwatch
 - Setting up dashboards and alerts

Day 3: Media Data Analysis

- Media analysis techniques
 - Quantitative vs. qualitative analysis
 - Identifying trends, topics, and sentiment analysis

Day 4: Reporting and Visualization

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Morning: Creating effective reports
 - Key components of a media monitoring report
 - Customizing reports for different stakeholders

Day 5: Developing Actionable Media Strategies

- Integrating insights into media strategy
 - Using data to support communication plans and crisis management
 - Aligning media monitoring with organizational goals

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)



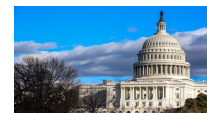
Miami, Florida (USA)



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)



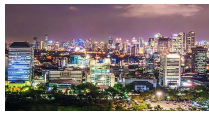
Kuala Lumpur (Malaysia)



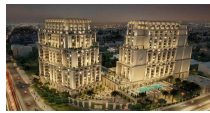
Kuwait City



Pulau Ujong (Singapore)



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

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