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

Kigali (Rwanda)

16 - 20 December 2024

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

Code: PR28 From: 16 - 20 December 2024 City: Kigali (Rwanda) Fees: 3300 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

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- 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

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