

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

*Accra (Ghana)*

*8 - 12 September 2025*

UK Training

**PARTNER**



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

Code: PR28 From: 8 - 12 September 2025 City: Accra (Ghana) 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

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



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



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](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

