

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

*Lyon (France)*

*21 - 25 July 2025*

UK Training

**PARTNER**



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

Code: PR28 From: 21 - 25 July 2025 City: Lyon (France) Fees: 4200 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)



## 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



**BLACKBIRD**  
FOR 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**

