

# Data-Driven Decision-Making for Communications Leaders

*Prague (Czech)*

*11 - 15 May 2026*

UK Training

# PARTNER



## Data-Driven Decision-Making for Communications Leaders

Code: PR28 From: 11 - 15 May 2026 City: Prague (Czech) Fees: 4400 Pound

### Introduction

In today's digital era, data-driven decision-making is essential for communications leaders to create impactful strategies and achieve measurable results. Leveraging data enables leaders to make smarter, faster, and more informed decisions that drive success.

The Data-Driven Decision-Making for Communications Leaders course equips participants with the tools and techniques needed to collect, analyze, and apply data effectively. This course focuses on integrating data insights into communication strategies, empowering leaders to guide their teams and campaigns with confidence and clarity.

### Course Objectives

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

- Understand the importance of data-driven decision-making in communication strategies.
- Learn how to collect and analyze communication data to extract actionable insights.
- Master tools for measuring campaign performance and refining strategies.
- Align data insights with organizational and communication goals.
- Develop storytelling skills to communicate data effectively to stakeholders.
- Predict audience behavior and trends using advanced analytics.
- Build a culture of data-driven decision-making within communication teams.

### Course Outlines

#### Day 1: Introduction to Data-Driven Decision-Making

- Explore the role of data in modern communication leadership.
- Understand the fundamentals of data-driven decision-making.
- Identify types of data critical to communication strategies.
- Address challenges and opportunities in using data effectively.

#### Day 2: Collecting and Analyzing Communication Data

- Learn methods for collecting actionable communication data.
- Understand key metrics such as audience engagement, reach, and sentiment.
- Analyze and interpret data to extract actionable insights.
- Explore tools and technologies for data analysis in communications.

#### Day 3: Aligning Data with Communication Strategies

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a silver pawn, a silver king, and a gold king. The background shows concentric circles emanating from the center of the board.

UK Training  
**PARTNER**

- Link data insights to communication and organizational goals.
- Use analytics to refine messaging and audience targeting.
- Develop data-driven campaigns with measurable objectives.
- Case studies on successful data-driven communication strategies.

#### Day 4: Measuring Success and Optimizing Campaigns

- Track and evaluate the performance of communication campaigns.
- Identify and monitor KPIs using dashboards for real-time insights.
- Learn to adjust strategies based on data feedback.
- Explore best practices for continuous improvement using data.

#### Day 5: Presenting Data Insights to Stakeholders

- Develop storytelling skills for presenting data effectively.
- Create clear and impactful data visualizations.
- Influence decision-making by presenting actionable insights to stakeholders.
- Lead discussions and proposals with data-driven confidence.

#### Why Attend This Course: Wins & Losses!

- Master data-driven decision-making and lead with confidence.
- Enhance your ability to predict audience behavior and identify trends.
- Build strategies rooted in data to improve campaign performance.
- Communicate insights effectively to influence stakeholders.
- Gain a competitive edge by aligning decisions with measurable goals.

#### Conclusion

The Data-Driven Decision-Making for Communications Leaders course is designed to empower participants to excel in today's data-driven environment. By focusing on the importance of data-driven decision-making, this course equips communication leaders with the skills to drive impactful strategies and achieve measurable results.

Enroll now to lead your teams and campaigns with the power of data, making confident decisions that shape success!



## 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)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)  
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### 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



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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**

