

Fundamentals of Entertainment Marketing

Bordeaux (France)

8 - 12 March 2027

UK Training

PARTNER



Fundamentals of Entertainment Marketing

Code: EL32 From: 8 - 12 March 2027 City: Bordeaux (France) Fees: 5200 Pound

Introduction

Entertainment marketing has rapidly evolved as one of the most prominent trends in communication and media strategies. Entertainment is no longer just about amusement; it has become a powerful tool for audience engagement and delivering strategic messages.

This course offers structured theoretical content that introduces participants to the foundations of entertainment marketing. It emphasizes the shifts driven by digital environments and presents a conceptual framework for understanding how entertainment integrates with modern communication.

The course is designed to build a strong knowledge base in entertainment marketing, covering its concepts, key strategies, content models, and the metrics used to evaluate effectiveness.

Course Objectives

- Understand the core concepts of entertainment marketing.
- Explore the relationship between entertainment content and audience behavior.
- Learn how digital transformation has influenced entertainment-based strategies.
- Identify the various channels used in entertainment marketing.
- Analyze the structure of successful entertainment campaigns.
- Distinguish between direct and indirect entertainment techniques.
- Examine the role of influencers and content creators in entertainment-driven promotion.
- Review methods for evaluating campaign effectiveness.

Course Outlines

Day 1: Introduction to Entertainment Marketing

- Definition and significance of entertainment marketing.
- Evolution of entertainment in communication strategies.
- Comparison between traditional and entertainment-focused marketing.
- Overview of global and regional campaign models.
- Audience behavior and media preferences.
- Cultural considerations in content development.

Day 2: Audience and Entertainment Content

- Understanding digital-era audience characteristics.
- Factors that drive engagement with entertainment.
- Types of entertainment content used in campaigns.
- Structuring content for different audience segments.
- Emotional and psychological triggers in content.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The text 'UK Training PARTNER' is overlaid on the image, with 'UK Training' in a smaller font and 'PARTNER' in a larger, bold font.

UK Training
PARTNER

- Key components for capturing attention and encouraging interaction.

Day 3: Channels and Platforms

- Traditional vs. modern media channels.
- Features of digital platforms in entertainment marketing.
- Use of video platforms and interactive content.
- Multi-channel integration in campaigns.
- Channel selection based on communication goals.
- Audience behavior across platforms.

Day 4: Messaging and Campaign Design

- Principles of crafting entertainment-based messages.
- Importance of storytelling techniques.
- Collaborating with content creators.
- Elements of a comprehensive entertainment campaign.
- Timeline planning and content scheduling.
- Ethical and cultural considerations in messaging.

Day 5: Evaluation and Analysis

- Tools for campaign evaluation.
- Key performance indicators.
- Data-driven insights and performance measurement.
- Case reviews of successful and unsuccessful campaigns.
- Audience impact analysis.
- Techniques for ongoing campaign refinement.

Why Attend This Course: Wins & Losses!

- Gain a comprehensive understanding of entertainment marketing.
- Learn about industry models and global trends.
- Explore creative strategies for message development.
- Understand how to leverage diverse platforms.
- Analyze techniques for audience engagement.
- Develop the ability to assess media campaigns.
- Acquire valuable theoretical knowledge.
- Stay informed about emerging marketing practices.

Conclusion

Entertainment marketing presents a modern framework for understanding the dynamic between brands and audiences through engaging and emotional content. This course offers structured knowledge covering essential concepts, tools, and examples to strengthen understanding of entertainment-driven strategies.

By walking through well-organized modules, participants will explore how campaigns are conceptualized, structured, and assessed. The focus remains entirely on theoretical insight, providing a robust intellectual foundation for anyone seeking to enhance their perspective in marketing communication.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered and has a subtle circular pattern in the background.

UK Training
PARTNER



The course is ideal for individuals looking to gain a deeper understanding of entertainment marketing trends and the techniques used to engage and influence contemporary audiences.

A graphic of a chessboard with a black and white checkered pattern. Three chess pieces are visible: a black pawn, a silver pawn, and a gold king piece. In the background, there are concentric white circles on a dark background.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS 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
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman 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)
Sustainability, ESG & Corporate Responsibility
Advanced 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