

Strategic Media Planning in Multicultural and International Contexts

London (UK)

2 - 6 November 2026

UK Training

PARTNER



Strategic Media Planning in Multicultural and International Contexts

Code: PR32 From: 2 - 6 November 2026 City: London (UK) Fees: 5400 Pound

Introduction

The Strategic Media Planning course is a five-day interactive training program designed to equip participants with the essential knowledge and practical tools for developing and executing integrated media strategies. The program combines the latest approaches in digital and traditional media planning, while emphasizing the importance of crisis communication and international public relations in complex environments. By the end of the course, participants will be able to design impactful media plans, achieve organizational objectives, and strengthen their institution's image across diverse markets.

Course Objectives

- Understand the fundamentals of strategic media planning.
- Discover global best practices for developing effective media strategies.
- Define measurable communication objectives and analyze target audiences.
- Craft key messages aligned with institutional goals.
- Apply performance measurement and evaluation tools to media campaigns.
- Strengthen skills in international public relations.
- Gain practical techniques for managing campaigns and crisis communication.
- Develop comprehensive media plans that balance digital and traditional platforms.

Course Outlines

Day 1: Introduction to Strategic Media Planning

- The role of media in organizations and institutions.
- Core concepts and principles of strategic media planning.
- Review of successful global media strategies.
- Defining clear and measurable media objectives.

Day 2: Defining Objectives and Key Messages

- Developing realistic and specific campaign goals.
- Analyzing and segmenting target audiences.
- Building persuasive media messages.
- Setting KPIs and aligning them with institutional strategy.

Day 3: Developing and Implementing Media Strategies

- Designing integrated media plans for multicultural contexts.
- Balancing digital and traditional communication channels.
- Budgeting and scheduling campaigns effectively.
- Enhancing planning skills in media and international public relations.

The logo for UK Training Partner features the text 'UK Training' in a small, black, sans-serif font above the word 'PARTNER' in a large, bold, black, sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

Day 4: Monitoring Performance and Campaign Analysis

- Measuring and evaluating campaign effectiveness.
- Using digital performance analytics tools.
- Reviewing data insights for continuous improvement.
- Addressing weaknesses in media strategies.

Day 5: Optimizing Strategies and Crisis Communication

- Applying evaluation results to strengthen media performance.
- Designing proactive crisis communication strategies.
- Simulating real-world crisis scenarios.
- Delivering a final actionable strategic media plan.

Why Attend this Course: Wins & Losses!

- Acquire advanced expertise in strategic media planning.
- Gain tools to design innovative media strategies.
- Build strong skills in crisis communication.
- Improve the effectiveness of international public relations activities.
- Learn to apply advanced performance measurement and analytics.
- Develop comprehensive campaigns for multicultural audiences.
- Benefit from case studies and interactive practical sessions.
- Strengthen institutional reputation and media visibility.

Conclusion

This course offers a unique opportunity for professionals to build advanced skills in strategic media planning, enhance their capacity to design and implement cutting-edge media strategies, and effectively manage crisis communication challenges.

By combining digital and traditional approaches and applying proven methods in international public relations, participants will be able to create impactful, comprehensive media plans that drive measurable results and strengthen institutional presence in competitive environments.

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 Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy 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