

## Strategic Media Planning in Multicultural and International Contexts

*Malé (Maldives)*

*31 May - 4 June 2027*

UK Training

# PARTNER



## Strategic Media Planning in Multicultural and International Contexts

Code: PR32 From: 31 May - 4 June 2027 City: Malé (Maldives) 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 smaller, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) and concentric circles radiating from behind the pieces.

## 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



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