

# € TRAINING

Media Management



20 - 24 May 2024  
Lisbon (Portugal)



# Media Management

REF: R1696 DATE: 20 - 24 May 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

Media management is a branch of business administration that focuses on the development, planning, and brand building of media enterprises. This training program focuses on equipping participants with the skills necessary to effectively oversee various aspects of media content, distribution, and strategy. Participants will gain insights into media planning, budgeting, and audience analysis, allowing participants to engage in discussions and explore diverse perspectives on media management practices. The program culminates in participants developing comprehensive media management plans tailored to specific organizational goals and target audiences.

## Program Objectives:

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

- Master media planning, budgeting, and audience analysis.
- Stay updated on evolving media trends and technologies.
- Hone crisis communication and reputation management skills.
- Develop tailored media management plans aligned with organizational goals.
- Cultivate expertise in maximizing ROI through strategic media campaigns.
- Gain proficiency in optimizing content distribution across diverse platforms.

## Targeted Audience:

- Media managers responsible for overseeing media operations and strategies.
- Marketing professionals seeking to enhance media strategy knowledge.
- Communication specialists crafting effective messages across media.
- Business owners aiming to optimize media presence.
- Advertising executives refining media planning skills.
- Public relations practitioners managing brand reputation through media.

## Program Outlines:

## Unit1.

### Introduction to media management:

- Understanding the role of media in modern society.
- Exploring key concepts in media management.
- Analyzing the evolution of media landscapes.
- Identifying challenges and opportunities in media management.
- Examining the impact of digitalization on media industries.
- Setting goals and expectations for the course.

## Unit 2.

### Principles of media planning:

- Defining media planning and its significance.
- Conducting market research for effective planning.
- Selecting appropriate media channels.
- Developing media strategies aligned with objectives.
- Budgeting and allocating resources for media campaigns.
- Evaluating and optimizing media plans.

## Unit 3.

### Content creation and curation:

- Crafting engaging content for different platforms.
- Understanding storytelling techniques.
- Utilizing multimedia elements effectively.
- Curating content for specific target audiences.
- Maintaining consistency in brand messaging.
- Monitoring content performance and feedback.

## Unit 4.

## Media analytics and measurement:

- Introduction to media analytics tools and metrics.
- Collecting and analyzing data for insights.
- Interpreting key performance indicators KPIs.
- Tracking audience behavior and engagement.
- Assessing campaign effectiveness and ROI.
- Adjusting strategies based on analytics findings.

## Unit 5.

### Crisis communication and reputation management:

- Recognizing potential crises in media management.
- Developing crisis communication plans.
- Managing media relations during crises.
- Protecting and enhancing organizational reputation.
- Implementing strategies for transparent communication.
- Learning from case studies and best practices.