



Management And Leadership

## Strategic Media Planning

## Course Introduction

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This training course is designed to provide participants with the essential skills and knowledge needed to navigate the evolving landscape of media and communication effectively. Over five days, participants delve into media trends analysis, auditing communications channels, developing robust media strategies, planning media mixes, and measuring campaign effectiveness. Through a combination of theoretical learning and practical exercises, attendees gain insights into the impact of digital media and changing consumer behaviors. They learn to assess the effectiveness of current communication channels, conduct stakeholder and competitor analysis, and develop targeted messaging across the organization. By the end of the course, participants emerge with the expertise to craft strategic media plans, optimize media mixes, and measure campaign success, enabling them to drive impactful communication strategies in their organizations.

## Target Audience

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- Media & Communications Managers
- Marketing & PR Professionals
- Corporate Communications Specialists
- Digital & Social Media Strategists
- Brand Managers
- Content & Editorial Managers
- Public Affairs & Government Relations Officers
- Business Leaders & Decision-Makers Involved in Media Strategy

## Learning Objectives

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**At the end of the training course, participants will be able to:**

- Gain an in-depth understanding of current media trends, including the impact of digital media and evolving consumer behaviors, to inform strategic planning decisions.
- Learn how to conduct a comprehensive audit of existing communications channels, including stakeholder and competitor analysis, to assess effectiveness and identify areas for improvement.
- Develop skills in crafting a robust media strategy, incorporating audience mapping, SWOT and PESTLE analysis, and setting SMART objectives and KPIs to align with organizational goals.
- Explore techniques for planning an effective media mix, including multi-channel strategy development, editorial calendar creation, and media buying, to optimize reach and engagement.
- Acquire knowledge of media measurement tools and methods for evaluating campaign performance, along with action planning techniques to refine strategies and drive continuous improvement.

## Course Outline

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### • 01 Day One

#### Media Trends Analysis

- The impact of digital media
- Changing consumer habits and attitudes
- Using secondary sources of media data.
- Content Marketing and Relationship Marketing
- POEM – Paid, Owned and Earned Media

#### Auditing your communications

- Reviewing your channel output
- Assessing the effectiveness of your channel mix
- Stakeholder analysis
- Competitor communications analysis
- Analysing messaging across the organisation

### • 02 Day Two

#### Developing a Media Strategy

- Audience mapping
- SWOT and PESTLE analysis

- Setting SMART objectives and KPIs
- Brand positioning, tone and promise
- Build successful campaigns
- Message and content development

### Planning Your Media Mix

- Marketing Communication
- Multi-channel strategy development
- Bringing your call centre/service hub into alignment
- Creating an editorial calendar
- Media buying
- Selecting and using agencies

### • 03 Day Three

### Media Measurement and Action Planning

- Executing on your media plan.
- Evaluating the results
- Developing a suite of metrics including free tools
- Action Planning
- Planning models

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 29, 2025	None	None days	3250.00 \$	UAE - Abu Dhabi
July 28, 2025	July 30, 2025	3 days	3250.00 \$	UAE - Dubai
May 19, 2025	May 21, 2025	3 days	3250.00 \$	UAE - Abu Dhabi