



Sales, Marketing and Customer Service

## Content & Media Production for Managers

## Course Introduction

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This training course is specifically designed for managers who want to enhance their leadership and strategic skills in content and media production. Participants will learn how to oversee the production process, drive creative initiatives, and ensure that content aligns with organizational objectives.

## Target Audience

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- Marketing Managers
- Brand Managers
- Digital Media Managers
- Product Managers
- Corporate Communication Managers
- Project Managers in Media & Advertising

## Learning Objectives

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

- Develop and implement a strategic content production plan.
- Lead teams in utilizing effective media tools and techniques.
- Optimize content for distribution and audience engagement.
- Analyze performance metrics to inform future content strategies.

# Course Outline

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## • 01 Day One

### **Module 1: Introduction to Content & Media Production**

#### **Understanding the Role of Content in Business**

- Importance of content in marketing and brand building
- Overview of various content types and their impact

#### **The Content Production Lifecycle**

- Phases: pre-production, production, and post-production

## • 02 Day Two

### **Module 2: Strategic Planning for Content Production**

#### **Developing a Content Strategy**

- Aligning content initiatives with organizational goals
- Identifying target audiences and creating personas

#### **Project Management Frameworks**

- Tools and methodologies for effective project management (e.g., Agile, Waterfall)
- Budgeting and resource allocation for content projects

## • 03 Day Three

### **Module 3: Leadership in Content Creation**

- Building and Managing Creative Teams
- Recruiting and retaining talent in content production
- Fostering a collaborative and innovative team culture

#### **Encouraging Creative Problem Solving**

- Techniques for brainstorming and idea generation
- Managing creative differences and conflict resolution

## • 04 Day Four

**Module 4: Production Tools and Techniques**

- Overview of Media Production Tools
- Familiarization with software for writing, editing, and design (e.g., Adobe Creative Suite, Final Cut Pro)
- Understanding audio and video production basics

**Quality Assurance in Content Production**

- Establishing quality standards and review processes
- Incorporating feedback and making iterative improvements

**• 05 Day Five**

**Module 5: Distribution and Promotion Strategies**

- Creating a Content Distribution Plan
- Selecting appropriate channels for distribution (social media, websites, email)
- Best practices for cross-platform promotion
- **Leveraging Analytics for Optimization**
- Tools for measuring content performance (e.g., Google Analytics, social media insights)
- Interpreting data to adjust and improve content strategies

**Module 6: Measuring Success and Driving Continuous Improvement**

- Performance Metrics and KPIs
- Defining success metrics for content initiatives
- Regular performance reviews and reporting

**Adapting Strategies Based on Insights**

- Case studies of successful content campaigns and lessons learned
- Fostering a culture of continuous improvement within teams

**Confirmed Sessions**

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 23, 2025	5 days	4250.00 \$	UAE - Dubai

FROM	TO	DURATION	FEES	LOCATION
July 28, 2025	Aug. 1, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Oct. 19, 2025	Oct. 23, 2025	5 days	4250.00 \$	KSA - Riyadh
Dec. 28, 2025	Jan. 1, 2026	5 days	2150.00 \$	Virtual - Online