



International Training
Center Paris

TRAINING SCHEDULE

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MEDIA AND PR ANALYTICS

Overview:

Media and PR Analytics training is designed to provide participants with the skills and knowledge to measure and analyze the effectiveness of their media and PR campaigns. The program aims to equip participants with the tools and techniques to evaluate media coverage, monitor brand reputation, and assess the impact of their PR efforts.

Media and PR Analytics Training Objectives:

- Understand the importance of media and PR analytics.
- Identify the different types of media and PR metrics.
- Use tools and techniques for media and PR analytics.
- Analyze media coverage, sentiment, reach, and impact.
- Monitor social media conversations, sentiment, reach, and impact.
- Develop a reputation management plan and identify risks and threats.
- Measure the ROI of media and PR campaigns.
- Use data visualization and reporting for media and PR analytics.
- Understand predictive analytics and machine learning in media and PR.
- Identify emerging trends in media and PR analytics.

The program will include lectures, case studies, interactive exercises, and group discussions. Participants will have the opportunity to practice their media and PR analytics skills through hands-on exercises and analysis of real-world media and PR campaigns. Participants will also receive guidance and feedback from experienced media and PR analytics professionals. By the end of the program, participants will have gained the skills and knowledge to measure and analyze the effectiveness of their media and PR campaigns and make data-driven decisions to improve their performance.

Targeted Groups:

- Professionals seeking to measure PR impact
- Public relations strategists focusing on data insights
- Data-driven PR professionals
- Communication directors using analytics
- PR analysts

Planning:

Day 1: Introduction to Media and PR Analytics

- The importance of media and PR analytics.
- Different types of media and PR metrics.
- Tools and techniques for media and PR analytics.
- Best practices for media and PR analytics.

Day 2: Media Monitoring and Analysis

- Identifying relevant media outlets and journalists.
- Setting up media monitoring tools and alerts.
- Analyzing media coverage and sentiment.
- Measuring the reach and impact of media coverage.

Day 3: Social Media Monitoring and Analysis

- Identifying relevant social media platforms and influencers.
- Setting up social media monitoring tools and alerts.
- Analyzing social media conversations and sentiment.
- Measuring the reach and impact of social media activity.

Day 4: Reputation Management

- Understanding the importance of reputation management.
- Identifying reputation risks and threats.
- Developing a reputation management plan.

- Monitoring and assessing reputation risks and threats.

Day 5: Advanced Media and PR Analytics Techniques

- Data visualization and reporting.
- Measuring the ROI of media and PR campaigns.
- Predictive analytics and machine learning in media and PR.
- Emerging trends in media and PR analytics.