



International Training  
Center Paris

# TRAINING SCHEDULE

**Phone: +33 6 59 26 89 09**

**E-mail: [Info@itcparis.com](mailto:Info@itcparis.com)**

**Address: 78, Avenue des Champs-Élysées, 75008 Paris**

# MEDIA MONITORING AND ANALYSIS

## Overview:

This training is designed to teach participants the skills and techniques needed to effectively monitor and analyze media coverage. Participants will learn how to use media monitoring tools and techniques, analyze media coverage, identify trends and patterns, and create reports to inform decision-making.

### Objectives:

- Understand the importance of media monitoring and analysis
- Develop skills to monitor and analyze media coverage
- Identify trends and patterns in media coverage
- Create reports to inform decision-making
- Develop a strategic approach to media monitoring and analysis.

By the end of this training program, participants will have the knowledge and skills to effectively monitor and analyze media coverage, identify trends and patterns, and create reports to inform decision-making.

## Targeted Groups:

- Media analysts
- PR professionals tracking media coverage
- Communication specialists focused on media insights
- Public relations managers assessing PR impact
- Professionals seeking to monitor media presence

# Planning:

## Day 1: Introduction to Media Monitoring and Analysis

- Introduction to media monitoring and analysis
- Importance of media monitoring and analysis in decision-making
- Overview of media monitoring tools and techniques

## Day 2: Media Monitoring Tools and Techniques

- Overview of media monitoring software and tools
- Best practices for setting up media monitoring systems
- Techniques for collecting and organizing media coverage data

## Day 3: Analyzing Media Coverage

- Understanding media coverage metrics and analytics
- Analyzing media coverage for tone, sentiment, and reach
- Identifying trends and patterns in media coverage

## Day 4: Creating Reports and Presentations

- Best practices for creating reports and presentations
- Techniques for visualizing and presenting media coverage data
- Tips for presenting data to stakeholders

## Day 5: Developing a Strategic Approach

- Developing a media monitoring and analysis strategy
- Evaluating the effectiveness of media monitoring and analysis
- Making data-driven decisions based on media monitoring and analysis.