

ASPIRE™

Consulting and Training Ltd.

AIPLD 5 Day Strategic Media Planning

ASPIRE™
TRAINING.ASIA

AIPLD.ORG
ASPIRE INSTITUTE OF PEOPLE LEARNING AND DEVELOPMENT

Influence Empower Success



INTRODUCTION TO ASPIRE

Aspire Consulting and Training Ltd is committed to providing results driven and innovative learning solutions adding true value to all customers to support their growth in people, processes and performance.

Aspire specialises in global consulting and learning, working with multi-national organisations and government departments across the world. We have a reputation for providing high quality bespoke and accredited programmes for our customers to support their leadership teams, strategic thinking and wide range of learning and development programmes to ensure their people are at the forefront of their sectors.

Aspire is a trusted partner to many leading organisations both in the UK and internationally. our focus on ensuring your organisation understands the return on investment it should achieve from the programmes we deliver is paramount to the success of our future relationships with all our customers.

Our unique approach to designing bespoke learning and development solutions for our customers enables us to design, in conjunction with experts in that field, a truly tailored solution that maximises your return on investment. We believe that 'one size fits no one' when designing impactful courses that are focussed on changing the behaviours of individuals to impact on business results/performance.

We deliver a vast number of training programmes with a small selection below to offer a flavour of what we do:

- Becoming Management Material
- Strategic Leadership
- The Art of Influence and Negotiation
- Sales, Marketing and Branding
- Improving the Customer Experience
- Developing a Strategic Business
- Digital Business
- Lean Process Improvement
- Project Management
- Crisis and Risk Management

Below are several organisations we are currently or have supported with their development:

- The Environment Agency
- UNICEF
- Ministry of Transport Vietnam
- Jaguar Land Rover
- Total Cambodia
- Maybank
- Exxon Mobile
- Ministry of Education Oman
- Western Digital
- Malaysian Airways

Our experience and knowledge of different industry sectors offers us a unique position when working with our clients, as we can explore the true heart of the business and build our relationship, your people and your business in a dynamic and proactive way.

PURPOSE OF THE PROGRAM

This ASPIRE training seminar on strategic media planning looks at the process required to deliver your organisation's messages to the right target audience in an effective manner within your budget.

Over the past two decades the emergence of digital media has entirely changed the media landscape and has blurred the distinctions between marketing and PR/communications. Paid for media in the form of advertising is no longer the automatic norm. Media planning determines the best combination of media to achieve campaign goals. This course looks closely at the nature of the mix between paid-for, earned and owned media.

Successful media planning involves setting clear objectives and strategies to accomplish your business objectives. Media planning involves; market analysis, establishment of media objectives, media strategy development and implementation, and evaluation and follow-up. A media plan should reflect significant research that produces a detailed rationale for all media activities. Information that should be included in a media plan is the objective, strategy, rationale, execution and summary.

Our ASPIRE training seminar will highlight the following key topics:

- Audience planning, targeting and segmentation
- Research techniques for customer insight.
- Audience measurement and media metrics
- How to allocate a media budget across channels.
- Analyse strengths of a range of media
- Media strategy and strategic thinking.

ABOUT THE PROGRAM



WHO SHOULD ATTEND?

This ASPIRE training course is for anyone who desires to expand their expertise in government communications best practices, policies and procedures. Delegates do not require any previous political experience to benefit from this training seminar.

This training course is suitable to a wide range of professionals, but will greatly benefit:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Media Buyers
- Brand and product Managers

ABOUT THE PROGRAM

Training Methodology

This ASPIRE training course encourages delegate participation through a combination of lectures, peer-to-peer activities, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

Program Objectives

By the end of this ASPIRE training seminar, you will have learned how to:

- Understand metrics of audience measurement and media accounting;
- Allocate a media budget across digital and traditional media
- Access and use media data to develop strategic media objectives
- Apply research techniques to the understanding of audience segmentation, targeting and positioning
- Understand stakeholders' habits and attitudes towards media
- Place stories that earn free editorial space

ORGANISATIONAL IMPACT

Major benefits to the organisation include:

- More consistent media policy and placement
- Reduced media spend
- More accurate and targeted placement
- Greater alignment between advertising, editorial and social media messaging
- A more strategic approach to your media mix
- A suite of research and measurement tools to give greater control

PERSONAL IMPACT

Participants will gain the following benefits:

- Improved media planning ability
- Enhanced media communication abilities
- Greater self-confidence
- Increased effectiveness in media planning and placement
- Enhanced strategic goal setting ability
- Increased ability to use social media effectively and plan campaigns that work

3 DAY COURSE OUTLINE

Day 1

Media Trends Analysis

- The impact of digital media
- Changing consumer habits and attitudes
- Using secondary sources of media data.
- The rise of Direct To Consumer post Covid 19 - Search Engine and Email marketing
- Content Marketing and Relationship Marketing
- POEM – Paid, Owned and Earned Media

Day 4

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

Day 2

Auditing your communications

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

Day 5

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
- Final assignment

Day 3

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



PRICING AND DELIVERY

Our programs

Delivered :

- London – UK
- Bali – Indonesia
- Paris – France
- Berlin - Germany
- Singapore
- Kuala Lumpur - Malaysia
- New York - USA

Times

Start 09.30

Finish 17.00

5 Day program is 35 learning hours

5-Day Program per person (Public Course)

GBP £3995.00

*All the relevant taxes will be added depending on your country of payment.

- Non-residential cost
- Includes certification from AIPLD on final day
- Does not include hotel, flights and expenses
- Payment to made prior to training
- Each course will have a maximum of 15 delegates

WHY CHOOSE US?

Some ideas come and go and some change things forever. At **Aspire**, we've incorporated the best development techniques into our training so that your people not only come away with specific skills and action plans, but often see things in a different way.

Each of our training programmes set the stage for a game-changing conversation between your people and their managers. Whether they are coming to grips with sweeping changes in the organisation or grappling with the flood of young workers, our programmes give everyone a new point of view that helps and engage like never before.



CONTACT US

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We are fortunate to work with many different types of organisations around the world, working with many blue-chip company's and Ministerial Departments such as Education, Transport and Health in the UK, Oman, Thailand and Vietnam.

We work within manufacturing, retail travel, hospitality, finance and so many more.

So, we understand our clients needs.

