Garnet
Garnet Global Training Center

GGT-MD-127

Media, Journalism & Digital Content

Editorial Management

إدارة التحرير

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Editorial Management equips managers and specialists to plan, organise and control this area of work, set targets and measure results. Programs for newsrooms, communication teams and content creators. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Set up and run Editorial Management as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

Who should attend

Journalists, media officers, content creators and spokespersons. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Editorial Management: the management framework

- Media ethics and law
- Regional and international case studies

Day 2 Planning, resources and budgets

- Audience analytics
- On-camera skills

Day 3 Performance measurement and control

- Storytelling and structure
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Writing for media
- Group discussion and peer review

Day 5 Management case study and action plan

- Visual and video content
- Measurement and reporting

10-day outline

Day 1 Editorial Management: the management framework

- Media ethics and law
- Regional and international case studies

Day 2 Planning, resources and budgets

- Audience analytics
- On-camera skills

Day 3 Performance measurement and control

- Storytelling and structure
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Writing for media
- Group discussion and peer review

Day 5 Management case study and action plan

- Visual and video content
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
14–25 Feb 2027	10-day classroom	Doha	Arabic	8,950
21–25 Jun 2027	5-day online	Live online	Arabic	2,950
18–22 Jul 2027	5-day classroom	Jeddah	Arabic	4,750
16–20 Aug 2027	5-day classroom	Casablanca	Arabic	4,750
3–14 Apr 2028	10-day online	Live online	English	5,450
21–25 Aug 2028	5-day classroom	Casablanca	Arabic	4,750
9–20 Oct 2028	10-day classroom	Istanbul	English	8,950
12–16 Nov 2028	5-day classroom	Riyadh	English	4,750
18–22 Feb 2029	5-day classroom	Doha	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
5–9 Mar 2029	5-day classroom	Dubai	English	4,750
3–7 Sep 2029	5-day online	Live online	English	2,950
4–15 Nov 2029	10-day classroom	Jeddah	Arabic	8,950
7–11 Apr 2030	5-day classroom	Riyadh	English	4,750
20–24 May 2030	5-day classroom	Kuala Lumpur	English	4,750
19–30 Aug 2030	10-day classroom	Vienna	English	8,950
14–25 Oct 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/