Garnet
Garnet Global Training Center

GGT-MD-110

Media, Journalism & Digital Content

Media Monitoring & Analysis

الرصد والتحليل الإعلامي

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

Overview

Participants in Media Monitoring & Analysis practise the methods, tools and standards they need to perform reliably and solve problems on the job. 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

- Apply the methods and standards of Media Monitoring & Analysis to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

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 Media Monitoring & Analysis: principles and standards

- Writing for media
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Visual and video content
- Media ethics and law

Day 3 Diagnosis and problem solving

- Audience analytics
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- On-camera skills
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Storytelling and structure
- Checklists and templates to take away

10-day outline

Day 1 Media Monitoring & Analysis: principles and standards

- Writing for media
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Visual and video content
- Media ethics and law

Day 3 Diagnosis and problem solving

- Audience analytics
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- On-camera skills
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Storytelling and structure
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

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
- Measurement and reporting

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)
8–12 Feb 2027	5-day online	Live online	English	2,950
7–18 Mar 2027	10-day classroom	Jeddah	Arabic	8,950
9–13 Aug 2027	5-day classroom	Barcelona	English	4,750
19–23 Sep 2027	5-day classroom	Riyadh	English	4,750
20 Feb – 2 Mar 2028	10-day classroom	Manama	English	8,950
6–10 Mar 2028	5-day classroom	Barcelona	English	4,750
5–16 Jun 2028	10-day online	Live online	English	5,450
11–15 Dec 2028	5-day classroom	Paris	English	4,750
5–9 Feb 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
11–22 Jun 2029	10-day classroom	Singapore	English	8,950
2–6 Jul 2029	5-day classroom	Dubai	Arabic	4,750
17–21 Dec 2029	5-day classroom	Istanbul	English	4,750
1–12 Apr 2030	10-day online	Live online	Arabic	5,450
15–26 Jul 2030	10-day classroom	Amsterdam	English	8,950
14–18 Oct 2030	5-day classroom	Geneva	English	4,750
1–5 Dec 2030	5-day classroom	Kuwait City	English	4,750

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