Garnet
Garnet Global Training Center

GGT-MD-123

Media, Journalism & Digital Content

Media Planning & Buying

تخطيط وشراء المساحات الإعلانية

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

Overview

Media Planning & Buying helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Programs for newsrooms, communication teams and content creators. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Set up and run Media Planning & Buying as a managed process with clear roles.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.
- Plan resources, budgets and schedules realistically.
- Define KPIs and build simple dashboards for management.

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 Media Planning & Buying: the management framework

- Audience analytics
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- On-camera skills
- Storytelling and structure

Day 3 Performance measurement and control

- Writing for media
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Visual and video content
- Checklists and templates to take away

Day 5 Management case study and action plan

- Media ethics and law
- Group discussion and peer review

10-day outline

Day 1 Media Planning & Buying: the management framework

- Audience analytics
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- On-camera skills
- Storytelling and structure

Day 3 Performance measurement and control

- Writing for media
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Visual and video content
- Checklists and templates to take away

Day 5 Management case study and action plan

- Media ethics and law
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
7–11 Jun 2027	5-day classroom	Paris	English	4,750
9–13 Aug 2027	5-day online	Live online	Arabic	2,950
6–17 Sep 2027	10-day classroom	Abu Dhabi	Arabic	8,950
15–19 Nov 2027	5-day classroom	Istanbul	English	4,750
3–14 Apr 2028	10-day classroom	Dubai	English	8,950
12–16 Jun 2028	5-day classroom	Istanbul	English	4,750
14–25 Aug 2028	10-day online	Live online	English	5,450
18–22 Sep 2028	5-day classroom	Barcelona	English	4,750
1–5 Jan 2029	5-day classroom	Singapore	English	4,750

Dates	Format	City	Language	Fee (USD)
5–9 Mar 2029	5-day online	Live online	Arabic	2,950
2–6 Apr 2029	5-day classroom	London	English	4,750
2–13 Dec 2029	10-day classroom	Riyadh	Arabic	8,950
3–7 Jun 2030	5-day classroom	London	English	4,750
12–23 Aug 2030	10-day online	Live online	English	5,450
18–29 Nov 2030	10-day classroom	Singapore	English	8,950
16–20 Dec 2030	5-day classroom	Dubai	English	4,750

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