

MEDIA PLANNING & BUYING

“Maximizing Reach, Impact, and ROI Through Strategic Media Investment”

Schedule

Date	Venue	Fees
04 - 05 Mar 2026	Doha, Qatar	USD 1995 per delegate
02 - 03 Jun 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In a fragmented and highly competitive media landscape, strategic media planning and effective media buying are critical to ensuring that marketing campaigns deliver maximum reach, engagement, and return on investment. Success requires a deep understanding of media channels, consumer behavior, campaign objectives, and negotiation tactics.

This intensive 2-day course equips marketing professionals and media planners with the tools and techniques to create effective media strategies, select the right platforms, and negotiate cost-efficient placements. The course includes practical exercises in campaign planning, media mix optimization, and evaluating media performance using industry-standard metrics.

Objectives

By the end of this course, participants will be able to:

- Develop integrated media plans aligned with marketing goals and audience profiles
- Select and justify the use of digital, print, outdoor, and broadcast media channels
- Calculate media metrics such as CPM, GRP, reach, and frequency
- Evaluate media proposals and negotiate with media vendors
- Monitor and measure campaign effectiveness to optimize media investments

Why Attend

- Learn how to balance media mix for optimal exposure and ROI
- Understand the media buying process and how to negotiate rates
- Use data to justify media recommendations and adjust strategies in real-time
- Improve collaboration between media agencies, clients, and creative teams
- Stay ahead of media trends, programmatic buying, and digital disruptions

Target Audience

This program is designed for:

- Marketing and brand managers
- Media planners and buyers
- Advertising professionals and agency account managers
- Communications and campaign strategists
- Anyone involved in campaign budgeting or media decision-making

Individual Benefits

Key competencies that will be developed include:

- Audience targeting and media channel selection
- Cost analysis and media scheduling
- Understanding and interpreting media research data
- Evaluating advertising performance across platforms
- Making informed media buying decisions

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved efficiency in media spending and vendor negotiations
- Increased ROI on advertising and communication campaigns
- Greater campaign consistency and message reach
- Stronger data-driven media planning and evaluation
- Better alignment of media strategies with overall marketing goals

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core principles and trends in media planning and buying
- Case Studies - Real-world campaign planning and performance review
- Workshops - Media brief creation, media plan development, and budget allocation
- Peer Exchange - Group discussions on channel effectiveness and regional strategies
- Tools - Templates for media plans, buying checklists, and performance scorecards

Course Outline

Detailed 2-Day Course Outline

Training Hours: 07:30 AM – 3:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Media Planning Strategy and Fundamentals

- Module 1: Media Landscape and Consumer Trends (07:30 – 09:30) • Traditional vs digital media, audience behavior, and market fragmentation
- Module 2: Setting Objectives and Defining Target Audiences (09:45 – 11:15) • Media brief development, campaign KPIs, and segmentation
- Module 3: Media Channels and Metrics (11:30 – 01:00) • Reach, frequency, GRPs, TRPs, CPM, and media efficiency
- Module 4: Workshop – Designing a Media Plan (02:00 – 03:30)

Day 2: Media Buying, Budgeting, and Campaign Evaluation

- Module 1: Media Buying Process and Vendor Management (07:30 – 09:30) • Negotiation tactics, rate cards, added value, and contracts
- Module 2: Media Budget Allocation and Scheduling (09:45 – 11:15) • Cost models, flighting strategies, and seasonal planning
- Module 3: Monitoring and Evaluating Campaign Performance (11:30 – 01:00) • Post-buy analysis, tracking ROI, and media optimization
- Module 4: Certification and Wrap-Up (02:00 – 03:30) • Final presentation, feedback, and certificate distribution

Certification

Participants will receive a Certificate of Completion in Media Planning & Buying, confirming their ability to plan, execute, and evaluate media strategies that deliver effective and measurable marketing outcomes.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.