

# Course : Cross-media communications strategy: creating winning synergies

*Practical course - 2d - 14h00 - Ref. ROA*

*Price : 1310 € E.T.*

This highly practical training course will enable you to structure your communication strategy across different media (print, web, events, TV, radio...) and make it consistent. You'll learn how to develop real synergies and generate added value by taking advantage of their respective specificities.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the specificities of cross-media communication
- ✓ Understanding the complementarities between different media
- ✓ Designing and implementing an effective and relevant communications strategy with synergy between the media
- ✓ Measure the effectiveness of your cross-media communications and optimize your strategy

## Intended audience

Communication directors and managers, anyone involved in implementing a cross-media communication strategy.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Exchange and feedback. Theoretical input, practical exercises and case studies.

## Course schedule

### PARTICIPANTS

Communication directors and managers, anyone involved in implementing a cross-media communication strategy.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the specificities of cross-media

- Understand today's communication challenges.
- Identify new audience behaviors and associated services: interactivity, nomadism, immediacy...
- Get an overview of print, online and offline media and understand their specific features.
- Identify the relevance of cross-media to transmedia.
- Understand the role of the Internet in cross-media platforms.

### Group discussion

Brainstorming in sub-groups: questions to ask yourself when choosing your media.

## 2 Defining interactions and synergies between media

- Understanding audience issues.
- Know the different profiles of your audience.
- Analyze audience habits and behaviors: socio-demographic, professional...
- Highlight the elements of coherence between sales and communication channels and company departments.
- Know what interactions to develop between different media.

### Hands-on work

Mapping audiences in relation to media usage.

## 3 Designing a cross-media strategy

- Respect the key stages in developing a communication strategy, from the problem to the assessment.
- Define your objectives.
- Set up a device for your personas.

### Hands-on work

Define a cross-media strategy based on a given objective.

## 4 Building the creative concept

- Adopt a differentiating positioning.
- Move from visibility on the Web to a relationship or even a conversation with your audience.
- Ensure editorial and graphic consistency of communication initiatives.
- Benchmarking and analysis of cross-media actions.

### Case study

Draw up a cross-media action plan for a given issue.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.