Strategic Management of Political and Electoral Media Campaigns Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MED2656_12093

Course Introduction / Overview:

In the world of politics, winning campaigns depends on how well you can use modern media and strategic communication. This comprehensive program, provided by BIG BEN Training Center, is designed to give you the skills you need to manage a successful political media campaign. We will go into all parts of the process, from developing a compelling campaign message and brand identity, to using digital platforms for targeted outreach and audience engagement. The course will explore the technical aspects of political advertising and social media, as well as the strategic side of crisis communication and managing public perception. We will also examine the theoretical foundations of political communication, drawing on the work of academics like Kathleen Hall Jamieson, a key figure in the field. Her book, "Packaging the Presidency," explores how campaigns use media to shape public opinion and win elections. By the end of this course, you will not only be proficient in using political media, but you will also have a strategic understanding of how to use it to achieve your campaign goals and influence public discourse. This training is essential for anyone who wants to run an effective and impactful campaign.

Target Audience / This training course is suitable for:

- Political campaign managers.
- Public relations specialists in the political field.
- Government relations professionals.
- Political strategists and consultants.
- Journalists and media relations officers.
- Non-profit advocacy leaders.
- Public affairs and policy advisors.

Target Sectors and Industries:

- Political campaigns.
- Government and public administration.
- Public relations and communications.
- Advocacy and non-profit organizations.
- Media and journalism.
- Consulting firms.
- Public affairs and lobbying.

Target Organizations Departments:

- Political campaign management.
- Public relations and communications.
- Government relations.
- Policy and public affairs.
- Media relations.
- Research and strategy.
- Digital marketing.

Course Offerings:

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

- Develop a comprehensive political media campaign strategy.
- Craft a compelling campaign message and brand identity.
- Use digital and traditional media for targeted outreach.
- Manage political advertising on different platforms.
- Handle crisis communication and respond to media attacks.
- Use social media for audience engagement and mobilization.
- Analyze data to measure the effectiveness of campaign efforts.

Course Methodology:

BIG BEN Training Center uses a highly interactive and practical methodology to ensure participants gain hands-on experience in political campaign management. The program is built around a series of simulated campaign scenarios and case studies. We will analyze real-world examples of successful and failed electoral campaigns to understand the strategic decisions that led to their outcomes. Participants will work in teams on a mock political campaign, from the initial research phase to the final media push. This project-based learning allows them to apply their knowledge in a dynamic, pressure-filled environment. There will also be interactive sessions where participants can do role-playing exercises on media interviews and crisis response. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to navigate the complexities of modern political communication.

Course Agenda (Course Units):

Unit One: The Foundations of Political Communication

- The principles of political media.
- Understanding public opinion and its role.
- Developing a campaign brand identity.
- Crafting a compelling campaign message.
- The role of traditional media versus new media.
- The psychology of voter behavior.
- Ethical considerations in electoral campaigns.

Unit Two: Strategic Campaign Planning

- Creating a comprehensive political campaign plan.
- Identifying and targeting your key demographics.
- Budgeting for political advertising.
- The importance of a consistent message.
- Building a coalition and mobilizing supporters.
- The role of polls and data in strategy.
- Managing a campaign team.

Unit Three: Digital and Social Media Tactics

- Using social media for voter outreach.
- Targeted advertising on platforms like Facebook and Twitter.
- Creating compelling digital content.
- The role of influencers and micro-targeting.
- Managing online reputation and responding to attacks.
- Building a grassroots online movement.
- The power of email and text message campaigns.

Unit Four: Crisis Management and Media Relations

- Developing a crisis communication plan.
- Handling a media attack.
- Best practices for media interviews.
- Responding to negative press.
- The role of a press conference.
- Reclaiming your narrative.
- The importance of transparency and honesty.

Unit Five: The Campaign Project

- A comprehensive mock electoral campaign.
- A final presentation of your campaign strategy.
- A review of the entire political media campaign process.
- Analyzing the results of the mock campaign.
- The long-term plan for a political career.
- A deep dive into case studies of historical campaigns.
- Final Q&A with the instructors.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How has the rise of digital micro-targeting and personalized political messaging challenged the traditional role of mass media in electoral campaigns?

What unique qualities does this course offer compared to other courses?

This training program is different because of its strong focus on both the strategic and practical aspects of political media campaigns. While many courses focus on just public speaking or advertising, this one, offered by BIG BEN Training Center, teaches you how to manage a campaign from start to finish. The program's project-based structure is a major plus, as participants will get to develop a complete electoral campaign strategy that they can use as a portfolio piece. We also get into the nuances of crisis communication, a skill that is essential in today's political world. We believe that this comprehensive approach gives participants a strategic advantage and the skills they need to navigate the complexities of political communication.