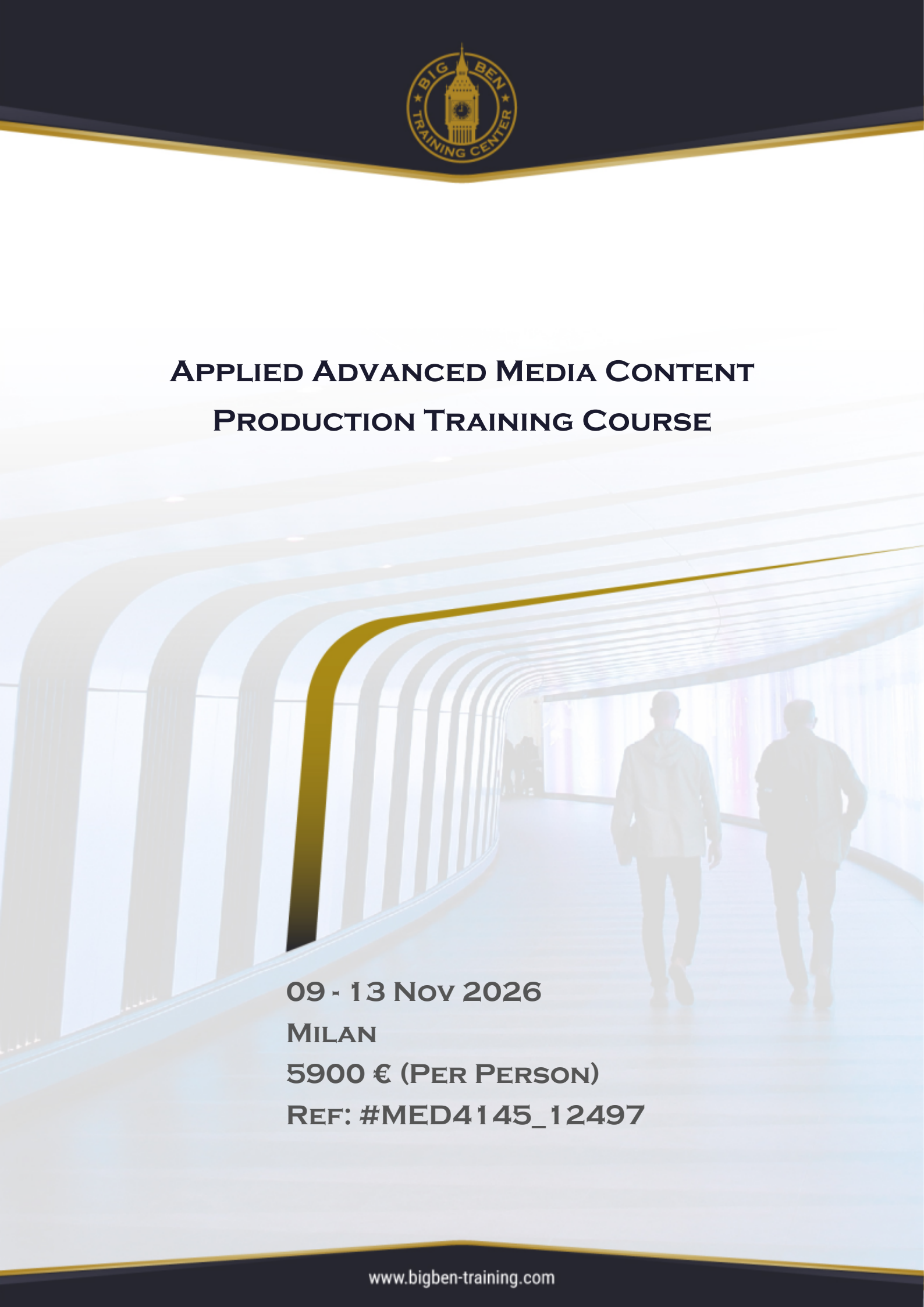
Applied Advanced Media Content Production Training Course



09 - 13 Nov 2026

Milan

5900 € (Per Person)

Ref: #MED4145_12497

Course Introduction / Overview:

In today's fast-paced digital landscape, the demand for high-quality media content has never been greater. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to create, manage, and use a complete media production strategy. We will go into all parts of the process, from developing a compelling story concept and producing high-quality multimedia content to using different platforms for distribution and measuring your success. The course focuses on practical skills, including video production, storytelling, and using tools to produce high-quality digital content. We will also look at the theoretical foundations of media production, drawing on academic insights from figures like Henry Jenkins, a prominent media scholar. His work on "Convergence Culture" explores how different media platforms interact to create new forms of content and communication. By the end of this course, you will not only be a proficient content producer, but you will also have a strategic understanding of how to use media to tell a powerful brand story and achieve your business goals. This training is essential for anyone who wants to succeed in the digital world.

Target Audience / This training course is suitable for:

- Content creators and producers.
- Marketing and communications specialists.
- Social media managers.
- Public relations professionals.
- Journalists and digital media professionals.
- Brand managers.
- Government agencies and public affairs officers.

Target Sectors and Industries:

- Media and broadcasting.
- Marketing and advertising.
- Film and television.
- Public relations and corporate communications.
- Technology and software.
- Education and publishing.
- Government agencies and public institutions.

Target Organizations Departments:

- Content creation and production.
- Digital media.
- Marketing and communications.
- Public relations.
- Brand management.
- Corporate training.
- Strategic planning.

Course Offerings:

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

- Develop a comprehensive media production strategy.
- Create high-quality multimedia content, including video, audio, and graphics.
- Master the art of visual storytelling.
- Use a variety of tools for digital content creation.
- Understand the unique features of different media platforms.
- Measure the effectiveness of your content with analytics.
- Use media to build a strong brand identity.

Course Methodology:

BIG BEN Training Center uses a highly interactive and project-based learning approach that gives participants hands-on experience in media content production. The program is a combination of lectures, case studies, and a final capstone project where participants will produce their own multimedia story. We will use real-world case studies of successful and failed campaigns to analyze what worked and why. Participants will work in small groups on a mock media project, from the initial concept to the final distribution. This project-based learning is a key part of our approach, as it gives participants real-world experience in a controlled environment. The program also includes workshops on technical skills like basic video editing and audio production. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to navigate the complexities of media production.

Course Agenda (Course Units):

Unit One: The Foundations of Media Content Strategy

- The role of media content in the digital world.
- The psychology of visual storytelling.
- Defining your target audience and brand voice.
- Developing a content strategy and a content calendar.
- The difference between various media formats.
- The basics of a story concept.
- The importance of a data-driven approach.

Unit Two: Video and Audio Production

- The basics of video production.
- Choosing the right equipment for your needs.
- The principles of visual composition and lighting.
- The art of a good script.
- The basics of audio production.
- The entire multimedia production workflow.
- The importance of a clear and compelling story.

Unit Three: Visual and Graphic Design

- The principles of graphic design for non-designers.
- Creating compelling visuals for social media.
- The power of infographics and data visualization.
- The role of typography and color theory.
- The importance of a consistent visual brand.
- Using a variety of tools to create graphics.
- The basics of visual branding.

Unit Four: Content Distribution and Promotion

- The principles of content distribution.
- Using social media to promote your content.
- The role of paid advertising.
- The importance of a strong headline and thumbnail.
- The basics of search engine optimization for content.
- Building a community around your content.
- The importance of a consistent schedule.

Unit Five: The Media Production Project

- Presenting your final media production project.
- A review of the entire process.
- A deep dive into case studies of successful media content.
- Troubleshooting common challenges.
- The long-term plan for a career in media production.
- A final Q&A with the instructors.
- A review of key concepts.

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 does the rise of user-generated content and citizen journalism challenge the traditional, top-down model of media content production?

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

This training program is different because of its strong focus on the strategic side of media content production. While many courses focus on just tools or a single platform, this one, provided by BIG BEN Training Center, teaches you how to develop a complete and effective media strategy that is truly integrated with your brand. The hands-on, project-based structure is a major plus, as participants will develop a complete multimedia project that they can use as a portfolio piece. We also go into the nuances of content distribution and the importance of a data-driven approach. We believe that this comprehensive approach, which combines creativity with strategy, gives participants a strong foundation for a successful career in media production.