Influencer Marketing and Strategic Media Partnerships Training Course



28 Dec 2026 - 01 Jan 2027

Milan

5900 € (Per Person)

Ref: #MED7288_195234

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the dynamic fields of influencer marketing and strategic media partnerships. In today's saturated digital landscape, authentic collaboration is paramount for brand growth, and this program is designed to move beyond transactional campaigns towards building sustainable, high-impact relationships. We will explore the entire partnership lifecycle, from initial strategy and identification to negotiation, execution, and performance analysis. The curriculum delves into the psychological principles of influence, drawing on foundational concepts from academics like Robert Cialdini, whose work in "Influence: The Psychology of Persuasion" remains critically relevant in understanding audience engagement. Participants will learn to create data-driven strategies, vet partners for brand alignment, and structure agreements that protect all parties while maximizing return on investment. BIG BEN Training Center has developed this course to equip professionals with the sophisticated skills needed to navigate the complexities of the modern media and creator economy, ensuring they can drive measurable results and cultivate powerful brand advocacy.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Public Relations (PR) Specialists and Managers.
- Brand Strategists and Brand Managers.
- Digital Marketing Professionals.
- Social Media Managers and Coordinators.
- Corporate Communications Executives.
- Business Development and Partnership Managers.
- Content Marketing Specialists.
- Entrepreneurs and Small Business Owners.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software as a Service (SaaS).
- Hospitality, Travel, and Tourism.
- Consumer Packaged Goods (CPG) and Fast-Moving Consumer Goods (FMCG).
- Healthcare and Wellness.
- Financial Services and FinTech.
- Entertainment and Media Production.
- Fashion and Beauty.
- Governmental and Non-Profit Organizations.

Target Organizations Departments:

- Marketing Department.
- Public Relations (PR) Department.
- Corporate Communications.
- Brand Management.
- Digital Strategy and Social Media Teams.
- Business Development and Strategic Alliances.
- Sales and Promotions Department.
- Product Marketing Teams.

Course Offerings:

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

- Develop a holistic influencer marketing and media partnership strategy aligned with business objectives.
- Identify, evaluate, and select the most suitable influencers and media partners for specific campaigns.
- Master the art of outreach and pitching to secure high-value collaborations.
- Negotiate contracts and partnership agreements that are mutually beneficial and legally sound.
- Manage the entire campaign lifecycle, from content briefing to final execution and reporting.
- Measure the Return on Investment (ROI) and Earned Media Value (EMV) of partnership activities.
- Build and maintain long-term, strategic relationships with key industry influencers and media outlets.
- Integrate partnership activities seamlessly into the broader marketing and communications mix.
- Mitigate risks and manage potential crises within influencer and media collaborations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course utilizes a blended learning approach that combines expert-led presentations with interactive, hands-on activities. Participants will engage in dynamic group discussions, collaborative brainstorming sessions, and in-depth analysis of real-world case studies from various industries. A significant portion of the training will be dedicated to practical workshops, including role-playing exercises focused on negotiation tactics and partnership pitching. Participants will work in teams to develop a mock influencer campaign strategy from conception to a final presentation, allowing them to apply learned concepts in a simulated environment. This experiential learning is reinforced by continuous feedback from the instructor and peers. The methodology emphasizes problem-solving and strategic thinking, ensuring that attendees leave not just with theoretical knowledge, but with the confidence and practical tools to implement effective partnership strategies immediately within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Partnerships

- The evolution of media relations and influencer marketing.
- Understanding the creator economy and its impact on branding.
- Differentiating between micro, macro, and mega-influencers.
- Key principles of strategic media partnerships vs. traditional advertising.
- The psychological drivers of influence and audience trust.
- Ethical considerations and disclosure guidelines in partnerships.
- Mapping the partnership ecosystem for your industry.

Unit Two: Developing a Cohesive Partnership Strategy

- Setting clear objectives and Key Performance Indicators (KPIs).
- Defining your target audience and ideal partner persona.
- Conducting a competitive analysis of partnership activities.
- Budget allocation for influencer and media campaigns.
- Integrating partnerships into the overall marketing funnel.
- Developing a content strategy that aligns with brand messaging.
- Planning for both short-term campaigns and long-term ambassadorships.

Unit Three: Partner Identification, Vetting, and Outreach

- Utilizing tools and platforms for influencer and media discovery.
- Manual research techniques for finding niche partners.
- The critical process of vetting partners for authenticity and brand safety.
- Analyzing audience demographics, engagement rates, and past performance.
- Crafting personalized and compelling outreach messages.
- Building an effective media and influencer database.
- Following up and nurturing initial contacts professionally.

Unit Four: Negotiation, Contracting, and Campaign Management

- Key components of a partnership or influencer agreement.
- Negotiating deliverables, usage rights, and exclusivity clauses.
- Structuring compensation models (flat fee, commission, hybrid).
- The role of legal counsel in reviewing contracts.
- Developing clear and concise creative briefs for partners.
- Managing content approval workflows and timelines.
- Best practices for effective communication during a live campaign.

Unit Five: Measurement, Optimization, and Relationship Scaling

- Tracking key metrics beyond likes and shares.
- Calculating Return on Investment (ROI) and Earned Media Value (EMV).
- Using analytics tools to measure campaign impact on business goals.
- Creating comprehensive performance reports for stakeholders.
- Gathering feedback and optimizing future campaigns.
- Strategies for converting successful campaigns into long-term partnerships.
- Scaling a partnership program and building a brand advocacy network.

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:

Considering the rise of AI-generated influencers and deepfake technology, what are the future ethical boundaries for authenticity in strategic brand partnerships?

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

This course distinguishes itself by offering a unified, strategic framework that integrates the worlds of modern influencer marketing and traditional media partnerships. Unlike programs that treat these as separate disciplines, we explore their symbiotic relationship, teaching participants how to leverage both for a compounded impact on brand visibility and credibility. The curriculum places a strong emphasis on the business acumen required for success, moving beyond superficial metrics to focus on contract negotiation, legal considerations, and robust ROI measurement. We prioritize the development of long-term, sustainable relationships over transactional, one-off campaigns. This strategic, long-view approach is critical in a landscape where audience trust is the most valuable currency. Furthermore, the course content is built around practical application, with extensive use of case studies, negotiation role-playing, and a capstone project where participants build a complete partnership strategy. This ensures that attendees gain not just theoretical knowledge but also the practical skills and strategic foresight to build and manage high-performing partnership programs that deliver tangible business results.