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COURSE BROCHURE

Content Strategy and Editorial Planning Training Course

19 – 23 April 2027
Milan

Content Strategy and Editorial Planning Training Course

Ref: 3166_120290 **Date:** 19 – 23 April 2027 **Location:** Milan **Fees:** 6200 GBP

Content Strategy and Editorial Planning is a 1-week training course for marketing and communications managers who decide what an organisation publishes, for whom and through which channels, and each participant builds a content strategy document. Audiences now meet an organisation through dozens of channels at once, so unplanned publishing wastes budget and blurs the brand voice. Jupiter Prime Training offers this course to managers who own that editorial direction.

Why Content Strategy and Editorial Planning Matters Now

Three shifts are reshaping how organisations publish. Audiences move between search, social platforms, newsletters and video, expecting a consistent voice in each. Writing tools have made output cheap, so relevance now matters more than volume. Executives, meanwhile, ask marketing leaders to prove what content contributes to enquiries, reputation and retention. Organisations that plan content around audience needs build trust and reduce duplicated effort across departments. The course rests on audience research, content pillars, editorial calendars and a measurement routine tied to organisational goals.

Who Gains Most from Content Strategy and Editorial Planning

- Managers who set the editorial direction for websites, newsletters and social channels
- Communications leads who coordinate messages across departments and spokespeople
- Brand owners responsible for tone of voice and message consistency
- Digital marketing managers who allocate content budgets across paid, owned and earned channels
- Internal communications heads who plan employee-facing publishing

The strongest return comes when a marketing and communications department sends several members together, since they can agree shared pillars and one editorial calendar.

Content Strategy and Editorial Planning Capabilities

The outcomes move from knowing the audience to running a publishing operation that can be measured and defended.

- Assess audience segments, questions and search behaviour — channel and format selection
- Design three to five content pillars linked to organisational goals — executive sign-off
- Build an editorial calendar balancing campaigns, evergreen pieces and seasonal moments — publishing capacity
- Specify roles, approval steps and style rules for publishing — legal and brand reviewers
- Apply a content audit to retire, refresh or merge existing material — website owners
- Calculate content performance against agreed indicators — budget renewal discussions

Key Content Strategy and Editorial Planning Terms

- Content pillar — A core theme an organisation commits to covering repeatedly because it matters to both its audience and its goals.
- Editorial calendar — A schedule of planned pieces showing topic, format, channel, owner and publication slot.
- Audience persona — A research-based profile of a reader group describing its needs, questions and preferred channels.
- Content audit — A structured inventory of existing material assessed for accuracy, relevance and performance.
- Tone of voice — The consistent personality and vocabulary an organisation uses across all published material.
- Content lifecycle — The stages a piece passes through, from planning and creation to maintenance and retirement.

Content Strategy and Editorial Planning Day by Day

Day 1: Audiences, Channels and Organisational Goals

- Goal Mapping Canvas — Linking Content to Reputation, Enquiries and Retention
- Audience Interview Guide — Discovering Real Questions Behind Search Behaviour
- Audience Persona Profiles — Choosing Which Reader Groups Deserve Priority
- Channel Landscape Review — Matching Platforms to Audience Habits and Capacity
- Competitor Content Scan — Finding Gaps Others Leave Unaddressed

Day 2: Content Pillars and Message Architecture

- Content Pillar Selection — Committing to Themes the Organisation Can Sustain
- Message Hierarchy Map — Ordering Core, Supporting and Proof Messages
- Tone of Voice Guide — Keeping Personality Consistent Across Every Channel
- Format Mix Matrix — Weighing Articles, Video, Audio and Visual Pieces
- Search Intent Clusters — Grouping Topics Around What Readers Look For

Day 3: Editorial Calendars and Production Workflow

- Editorial Calendar Template — Balancing Campaigns, Evergreen Pieces and Seasonal Moments
- Content Brief Format — Giving Writers Purpose, Audience and Key Messages
- Approval Workflow Design — Setting Review Steps for Brand and Legal
- Repurposing Plan — Turning One Asset Into Several Channel Versions
- Capacity Planning Sheet — Matching Publishing Ambition to Available Staff

Day 4: Governance, Audit and Measurement

- Content Audit Inventory — Deciding What to Retire, Refresh or Merge
- Style and Publishing Rules — Defining Ownership and Accessibility Expectations
- Content Lifecycle Schedule — Planning Maintenance Before Material Goes Stale
- Performance Indicator Set — Choosing Measures Executives Will Trust
- Monthly Content Report — Turning Results Into Next Quarter's Priorities

Day 5: Practising the Content Strategy Document

- Persona and Pillar Validation — Testing Day One and Day Two Choices
- Calendar Stress Test — Checking Workload Against Real Team Capacity
- Audit Findings Integration — Feeding Retirement Decisions Into the Plan
- Executive Pitch Rehearsal — Presenting Content Priorities and Budget Needs
- Content Strategy Document — Final Pillars, Calendar, Governance and Measures

Applying Content Strategy and Editorial Planning After the Course

- Run a content audit on the organisation's main website section and agree which pages to retire, refresh or merge.
- Draft a three-month editorial calendar built on the agreed content pillars and share it with every contributing department.

Content Strategy and Editorial Planning Questions FAQ

What is content strategy and editorial planning and why does it matter now?

It is the practice of deciding what an organisation publishes, for which audiences and channels, and how that output is governed and measured. It matters now because channels multiply, writing tools make volume cheap, and leaders want proof that content earns its budget.

Which roles gain most from content strategy and editorial planning training?

Marketing and communications managers gain most, along with brand owners, digital leads and internal communications heads. You benefit if you approve what gets published or justify content spending.

How does content strategy and editorial planning differ from a copywriting course?

It works at the planning level rather than the sentence level. A copywriting course sharpens individual pieces; this one helps you choose audiences, pillars, channels, workflows and measures so that every piece written serves an agreed purpose.

What do you bring back from content strategy and editorial planning training?

You bring back a content strategy document. It sets out personas, pillars, a calendar, approval rules and indicators, ready to present to your director.

Content Strategy and Editorial Planning: The Way Forward

The content strategy document first informs which pillars and channels receive budget in the next planning cycle. Marketing teams, departmental contributors and approving executives all use it to see priorities and responsibilities. After its first quarter in use, the audience personas deserve another look, because reader questions and channel habits shift quickly.