
**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**

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Effective Corporate Storytelling

Course Outline

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INTRODUCTION

This specially crafted programme merges the finest aspects of journalism, creative writing, and corporate communication, providing participants with a comprehensive skill set to craft engaging, influential narratives and foster client connections in their professional endeavors. Structured over several phases, the course begins with an intensive three-day training segment, delving into the core principles of effective communication. Following this, participants embark on a one-week break to apply their newfound knowledge through a hands-on assignment. The program culminates in a practical two-day session, empowering participants to refine their work through editing and enhancement techniques, ensuring tangible skill development and immediate application.

How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

Course Duration

Four to Five days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

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COURSE OUTCOMES

- Understanding the target audience
- Best practices for identifying and interviewing sources
- Developing a keen 'nose for news' within a corporate environment
- Effective research techniques
- Understanding the "human" component of storytelling
- Finding a story within technical or complex issues
- Crafting gripping openers to capture audience attention
- Concluding stories on a high note
- Utilizing 'colour' in writing
- Creating corporate profiles to showcase the people behind the issues
- Structuring articles for maximum impact
- Adapting writing style for different purposes, from hard news to opinion pieces
- Repurposing content for digital platforms and incorporating hyperlinks
- Extending story reach through social media platforms



Who should participate

- Marketing professionals
- Communications managers
- Public relations practitioners
- Brand managers
- Corporate executives
- Sales representatives
- Content creators
- Business owners

Group Training: Courses may be designed to clients brief and set objectives

**Kindly note the course briefs are IAJ's intellectual property.*