

PUBLIC RELATIONS | COURSE BROCHURE

Brand Storytelling for Organisations

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Stories make organisations memorable and help audiences connect with their purpose. This course covers storytelling principles, finding authentic stories inside organisations, story structures, the brand narrative, telling stories across channels, using employees and customers as storytellers and measuring story impact.

Facts inform but stories persuade. You will learn to find and tell your organisation's best stories.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Story mining interviews, narrative workshops, multi-channel adaptation and peer feedback.

Course objectives

By the end of this course, participants will be able to:
• Apply storytelling principles
• Find authentic organisational stories
• Use proven story structures
• Build a brand narrative
• Adapt stories across channels
• Measure the impact of storytelling

Target audience

This course is suitable for:
• PR and communication professionals
• Brand and marketing managers
• Content creators
• Internal communication staff
• Executives



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Target competencies

Participants will develop competencies in:

- Story finding
- Narrative structure
- Brand narrative
- Channel adaptation
- Measurement

Course outline

Day 1: Why Stories Work

09:00–10:08	Story psychology
10:08–11:00	Brand examples
11:00–11:30	**Coffee break**
11:30–11:45	Brand examples (continued)
11:45–12:53	Authenticity
12:53–14:00	Exercise

Day 2: Finding Stories

09:00–10:08	Story mining
10:08–11:00	Interviews
11:00–11:30	**Coffee break**
11:30–11:45	Interviews (continued)
11:45–12:53	Employee and customer stories
12:53–14:00	Workshop

Day 3: Structure

09:00–10:08	Story arcs
10:08–11:00	Characters and conflict
11:00–11:30	**Coffee break**



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11:30–11:45	Characters and conflict (continued)
11:45–12:53	Message
12:53–14:00	Writing practice

Day 4: Brand Narrative

09:00–10:08	Purpose and values
10:08–11:00	Core narrative
11:00–11:30	**Coffee break**
11:30–11:45	Core narrative (continued)
11:45–12:53	Consistency
12:53–14:00	Workshop

Day 5: Channels and Impact

09:00–10:08	Video, social and print
10:08–11:00	Measurement
11:00–11:30	**Coffee break**
11:30–11:45	Measurement (continued)
11:45–12:53	Story bank
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Vienna Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,940.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Paris Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,860.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,840.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Vienna Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,940.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online