Garnet
Garnet Global Training Center

GGT-MD-125

Media, Journalism & Digital Content

Brand Journalism

صحافة العلامات التجارية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Brand Journalism turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Programs for newsrooms, communication teams and content creators. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Brand Journalism to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Brand Journalism: principles and standards
- On-camera skills
- Measurement and reporting

Day 2 Methods and tools in practice
- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving
- Visual and video content
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Media ethics and law
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Audience analytics
- Regional and international case studies

10-day outline

Day 1 Brand Journalism: principles and standards
- On-camera skills
- Measurement and reporting

Day 2 Methods and tools in practice
- Storytelling and structure
- Writing for media

Day 3 Diagnosis and problem solving
- Visual and video content
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Media ethics and law
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Audience analytics
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21 Feb – 4 Mar 2027	10-day classroom	Cairo	Arabic	8,950
8–12 Mar 2027	5-day classroom	Istanbul	English	4,750
3–7 May 2027	5-day online	Live online	Arabic	2,950
18–22 Oct 2027	5-day classroom	Geneva	English	4,750
21 Feb – 3 Mar 2028	10-day online	Live online	English	5,450
14–25 Aug 2028	10-day classroom	Kuala Lumpur	English	8,950
20–24 Nov 2028	5-day classroom	London	English	4,750
11–15 Dec 2028	5-day classroom	Barcelona	English	4,750
20–31 May 2029	10-day classroom	Cairo	English	8,950
19–23 Aug 2029	5-day classroom	Manama	English	4,750

Dates	Format	City	Language	Fee (USD)
17–21 Sep 2029	5-day online	Live online	Arabic	2,950
17–21 Dec 2029	5-day classroom	Abu Dhabi	Arabic	4,750
18 Feb – 1 Mar 2030	10-day classroom	Dubai	English	8,950
4–8 Mar 2030	5-day classroom	Paris	English	4,750
19–23 Aug 2030	5-day classroom	Amsterdam	English	4,750
4–15 Nov 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/