Garnet
Garnet Global Training Center

GGT-MK-111

Marketing, Sales & Communication

Content Strategy & Storytelling

استراتيجية المحتوى وفن السرد

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Leadership & strategy**

Overview

Senior participants in Content Strategy & Storytelling work on real strategic questions, test their thinking with peers and leave with decisions they can act on. Win and keep customers with sharper strategy, selling and communication. 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

- Set direction and priorities for Content Strategy & Storytelling in your organisation.
- Align people, structure and culture with strategy.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.
- Balance short-term results with long-term value.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It is aimed at managers and executives who set direction and are accountable for results.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Strategic context of Content Strategy & Storytelling

- Digital channels and content
- Common mistakes and how to avoid them

Day 2 Setting direction and priorities

- Sales process and negotiation
- Measurement and ROI

Day 3 Leading people through change

- Media and stakeholder communication
- Regional and international case studies

Day 4 Decisions, risk and stakeholders

- Customer insight and segmentation
- Checklists and templates to take away

Day 5 Leadership commitments and action plan

- Brand and positioning
- Group discussion and peer review

10-day outline

Day 1 Strategic context of Content Strategy & Storytelling

- Digital channels and content
- Common mistakes and how to avoid them

Day 2 Setting direction and priorities

- Sales process and negotiation
- Measurement and ROI

Day 3 Leading people through change

- Media and stakeholder communication
- Regional and international case studies

Day 4 Decisions, risk and stakeholders

- Customer insight and segmentation
- Checklists and templates to take away

Day 5 Leadership commitments and action plan

- Brand and positioning
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
8–12 Mar 2027	5-day online	Live online	Arabic	2,950
10–14 May 2027	5-day classroom	London	English	4,750
5–16 Jul 2027	10-day classroom	Kuala Lumpur	English	8,950
20–24 Dec 2027	5-day classroom	Amsterdam	English	4,750
16–27 Apr 2028	10-day classroom	Riyadh	English	8,950
10–14 Jul 2028	5-day classroom	London	English	4,750
7–11 Aug 2028	5-day classroom	Amsterdam	English	4,750
18–29 Sep 2028	10-day online	Live online	Arabic	5,450
11–22 Feb 2029	10-day classroom	Kuwait City	Arabic	8,950

Dates	Format	City	Language	Fee (USD)
16–20 Apr 2029	5-day online	Live online	English	2,950
14–18 May 2029	5-day classroom	Istanbul	English	4,750
3–7 Sep 2029	5-day classroom	Abu Dhabi	Arabic	4,750
14–18 Jan 2030	5-day classroom	Dubai	Arabic	4,750
4–15 Feb 2030	10-day online	Live online	Arabic	5,450
15–26 Apr 2030	10-day classroom	Abu Dhabi	Arabic	8,950
15–19 Sep 2030	5-day classroom	Cairo	English	4,750

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