Viral Content and Multimedia Storytelling Strategies Training Course

02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MED6569_195475

Course Introduction / Overview:

In today's saturated digital landscape, simply creating content is no longer enough. The challenge lies in creating content that captures attention, resonates deeply with audiences, and inspires them to share. This course is a comprehensive exploration into the art and science of creating contagious content and weaving compelling narratives across multiple media platforms. We will move beyond fleeting trends to understand the core psychological triggers that make content go viral, drawing on principles from experts like Jonah Berger, author of "Contagious: Why Things Catch On". Participants will learn how to build a strategic framework for multimedia storytelling, transforming simple ideas into powerful stories that engage and convert. This program, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the practical skills needed to craft and execute content strategies that not only reach but also move audiences. From mastering narrative structures to leveraging video, audio, and interactive formats, this course provides a complete roadmap to achieving significant digital impact and building a brand that stands out in a crowded marketplace.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Content Creators and Strategists.
- Social Media Managers and Specialists.
- Digital Marketing Professionals.
- Public Relations and Communications Officers.
- Brand Managers.
- Entrepreneurs and Small Business Owners.
- Videographers and Graphic Designers.
- Copywriters and Journalists.

Target Sectors and Industries:

- Media and Entertainment.
- Advertising and Public Relations.
- Retail and E-commerce.
- Technology and Software.
- Non-profit and Advocacy Organizations.
- Education and E-learning.
- Healthcare and Wellness.
- Government and Public Sector Agencies.
- Hospitality and Tourism.

Target Organizations Departments:

- Marketing Department.
- Communications Department.
- Public Relations Department.
- Digital Strategy Department.
- Sales and Business Development Department.
- Creative Services Department.
- Corporate Affairs Department.
- Product Development Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic framework for creating shareable and viral content.
- Master the core principles of multimedia storytelling across different platforms.
- Understand the psychological drivers behind content sharing and audience engagement.
- Craft compelling narratives that align with brand identity and marketing goals.
- Produce and edit basic video and audio content for social media.
- Design effective visual content that captures attention and conveys messages quickly.
- Analyze and interpret key metrics to measure content performance and ROI.
- Implement effective content distribution and promotion strategies.
- Adapt storytelling techniques for various formats, including short-form video, podcasts, and infographics.
- Develop an ethical framework for creating influential and responsible content.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply what they learn. This course moves beyond traditional lectures, incorporating a blended learning approach that includes real-world case study analysis of successful viral campaigns, deconstructing their strategies and outcomes. Participants will engage in hands-on workshops and practical exercises, such as developing a multimedia content plan, storyboarding a short video, and crafting compelling social media copy. A significant portion of the course is dedicated to collaborative group projects, where teams will work together to create and present a mini-campaign, fostering teamwork and creative problem-solving. Expert facilitators will provide continuous, constructive feedback throughout the sessions. Interactive discussions, brainstorming sessions, and peer-to-peer reviews are integral to the learning process, creating a dynamic environment where participants can share insights and learn from diverse perspectives. This immersive approach guarantees a deep understanding of both the theory and practice of viral content creation.

Course Agenda (Course Units):

Unit One The Psychology and Strategy of Viral Content

- The Anatomy of Virality.
- Understanding Jonah Berger's STEPPS Framework.
- The Role of Emotion in Content Sharing.
- Defining Your Target Audience and Their Digital Behavior.
- Setting Clear Objectives for Your Content Strategy.
- Competitive Analysis and Content Gap Identification.
- Introduction to Multimedia Storytelling Principles.

Unit Two Crafting the Narrative and Core Message

- Fundamentals of Classic Storytelling Structures.
- Developing a Compelling Brand Story.
- Techniques for Creating an Emotional Connection.
- Writing Powerful Headlines and Hooks.
- Scriptwriting and Storyboarding for Visual Media.
- Adapting Your Core Message for Different Platforms.
- Integrating User-Generated Content into Your Narrative.

Unit Three Visual Storytelling and Content Production

- Principles of Effective Visual Communication.
- Graphic Design Fundamentals for Non-Designers.
- Introduction to Smartphone Videography and Editing.
- Creating Engaging Infographics and Data Visualizations.
- The Power of Photography in Brand Storytelling.
- Leveraging Memes, GIFs, and Short-Form Video Formats.
- Ensuring Visual Consistency Across All Channels.

Unit Four Audio Content and Platform-Specific Strategies

- The Rise of Audio: Podcasting and Social Audio.
- Planning and Producing a Podcast Episode.
- Optimizing Content for Instagram, TikTok, and YouTube.
- Leveraging LinkedIn for Professional Storytelling.
- Strategies for Facebook and Twitter Engagement.
- Content Distribution and Promotion Tactics.
- Collaborating with Influencers and Brand Advocates.

Unit Five Measurement, Ethics, and Future Trends

- Key Metrics for Measuring Content Performance and Virality.
- Using Analytics Tools to Gather Audience Insights.
- A/B Testing Content for Optimal Performance.
- Ethical Considerations in Viral Marketing.
- Navigating Misinformation and Digital Responsibility.
- The Future of Content: AI, AR, and Interactive Media.
- Developing a Sustainable Long-Term Content Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In the pursuit of virality, where is the ethical line between persuasive storytelling and manipulative content, and who is responsible for drawing it?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic and psychological underpinnings of viral content, rather than merely teaching software skills or chasing fleeting trends. While other programs may focus on the "how-to" of content production, we delve deeply into the "why"—why people share, what emotions drive engagement, and how to structure a narrative for maximum impact. Our curriculum is built on established academic principles, such as those from Jonah Berger's research, combined with cutting-edge industry case studies. This provides a robust, evidence-based framework for content creation. The course emphasizes a holistic, platform-agnostic approach to storytelling, enabling participants to adapt their skills to any current or future digital platform. Furthermore, a unique and critical component of our training is the dedicated module on ethical considerations, preparing professionals to create influential content responsibly. The highly interactive and project-based methodology ensures that participants leave not just with knowledge, but with a portfolio of practical strategies and the confidence to execute them effectively.