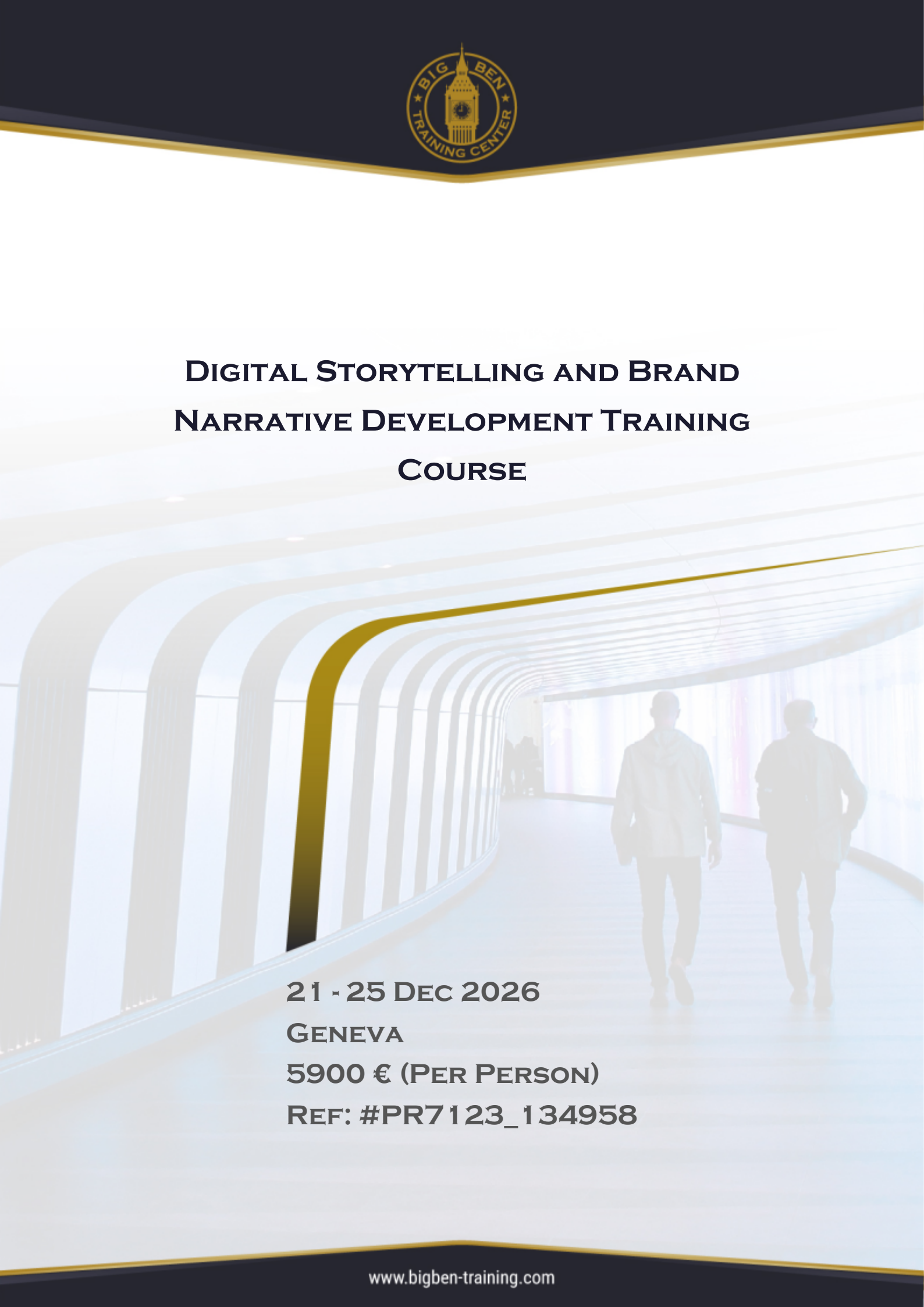
Digital Storytelling and Brand Narrative Development Training Course



21 - 25 Dec 2026

Geneva

5900 € (Per Person)

Ref: #PR7123_134958

Course Introduction / Overview:

In today's saturated digital landscape, brands that connect on a human level are the ones that thrive. This course moves beyond traditional marketing tactics to explore the powerful art and science of digital storytelling. It is designed to equip professionals with the skills to build and deploy compelling brand narratives that foster deep emotional connections with their audience. We will delve into foundational theories, drawing insights from acclaimed academics like Joseph Campbell and his seminal work on the monomyth, "The Hero with a Thousand Faces," adapting timeless narrative structures for the modern digital consumer. Participants will learn to craft a unique brand voice, develop a strategic narrative framework, and create authentic content that resonates across multiple platforms. This immersive program offered by BIG BEN Training Center provides a comprehensive roadmap for transforming your brand's communication, turning passive consumers into loyal advocates by leveraging the undeniable power of a well-told story. This is not just about creating content; it is about building a brand legacy through strategic and impactful narrative development.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Content Strategists and Creators.
- Brand Managers and Brand Strategists.
- Public Relations and Communications Specialists.
- Digital Marketing Professionals.
- Social Media Managers.
- Business Owners and Entrepreneurs.
- Corporate Communications Teams.
- Product Managers.
- Sales and Business Development Professionals.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Hospitality and Tourism.
- Non-profit and Charitable Organizations.
- Governmental and Public Sector Agencies.
- Media and Entertainment.
- Education and E-learning.
- Professional Services and Consulting.

Target Organizations Departments:

- Marketing Department.
- Corporate Communications Department.
- Public Relations Department.
- Sales and Business Development Department.
- Content Creation and Management Teams.
- Digital Strategy Department.
- Product Development and Management Department.
- Human Resources for employer branding initiatives.
- Customer Experience and Service Department.

Course Offerings:

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

- Develop a comprehensive and authentic brand narrative framework.
- Apply classic storytelling structures like the Hero's Journey to brand messaging.
- Identify and leverage core brand archetypes to build a consistent identity.
- Craft emotionally resonant stories that drive audience engagement and loyalty.
- Adapt brand narratives effectively for various digital platforms including social media, video, and blogs.
- Utilize data and analytics to measure the ROI of storytelling initiatives.
- Create a strategic content plan based on a central brand narrative.
- Master the techniques of visual storytelling to enhance brand communication.
- Manage and integrate user-generated content into the brand's story.
- Develop a crisis communication narrative to protect brand reputation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and immersive, ensuring participants can immediately apply their learning. This course blends foundational theory with hands-on application. Mornings will be dedicated to exploring core concepts, narrative frameworks, and strategic principles through engaging presentations and expert-led discussions. Afternoons will shift to practical, workshop-style sessions where participants will work in groups and individually to apply these concepts to real-world case studies and their own organizational challenges. The methodology emphasizes collaborative learning through peer feedback, brainstorming sessions, and interactive activities. We will analyze successful and unsuccessful brand storytelling campaigns to deconstruct their key elements. Participants will leave with not just theoretical knowledge but also tangible outputs, such as a draft brand narrative framework and a multi-platform content plan. This experiential approach ensures a deep understanding of digital storytelling and builds the confidence to implement effective narrative strategies.

Course Agenda (Course Units):

Unit One: The Foundations of Brand Narrative

- The Power of Story in the Digital Age.
- Understanding the Psychology of Storytelling and Emotional Connection.
- Distinguishing Between Storytelling and Brand Narrative.
- Introduction to Joseph Campbell's "The Hero with a Thousand Faces".
- Positioning the Customer as the Hero of the Brand Story.
- Core Components of a Compelling Narrative.
- Analyzing Great Brand Stories from Leading Companies.

Unit Two: Developing Your Strategic Narrative Framework

- Defining Your Brand's Core Purpose, Mission, and Values.
- Identifying and Developing Your Brand Archetype.
- Crafting Your Unique Brand Voice and Tone.
- Mapping the Customer Journey as a Narrative Arc.
- Conducting Audience Persona Research for Deeper Insight.
- Building a Central Brand Messaging House.
- Aligning Your Narrative with Business Objectives.

Unit Three: The Craft of Digital Storytelling

- Mastering the Three-Act Structure for Brand Content.
- Techniques for Creating Conflict, Tension, and Resolution.
- Writing Compelling Hooks and Engaging Copy.
- The Art of Visual Storytelling: Imagery, Color, and Video.
- Developing Characters Within Your Brand Ecosystem.
- Using Data and Insights to Inform Story Creation.
- Ethical Considerations in Brand Storytelling.

Unit Four: Deploying Narratives Across Digital Platforms

- Adapting Your Core Narrative for Social Media Channels.
- Creating Narrative-Driven Video Content for YouTube and TikTok.
- Long-Form Storytelling through Blogs and Articles.
- Developing Audio Narratives with Podcasting and Branded Audio.
- Designing Interactive Stories with Polls, Quizzes, and AR.
- Leveraging User-Generated Content to Co-Create the Brand Story.
- Building a Cohesive Transmedia Storytelling Experience.

Unit Five: Measurement, Management, and a Lasting Legacy

- Establishing Key Performance Indicators (KPIs) for Storytelling.
- Tools and Techniques for Measuring Narrative Impact and ROI.
- Using Narrative Analytics to Refine and Optimize Your Strategy.
- Integrating Employee Advocacy into Your Brand Narrative.
- Managing Your Brand Narrative During a Crisis.
- Future-Proofing Your Brand Story in a Changing Digital World.
- Final Project: Presenting a Complete Digital Storytelling Campaign Blueprint.

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 an era of deepfakes and AI-generated content, how can brands maintain narrative authenticity and build genuine trust with their audience?

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

This course distinguishes itself by providing a holistic and strategic approach to brand communication, moving far beyond simple content creation tips. While many courses focus on the "how-to" of specific platforms, we begin with the foundational "why," grounding our methodology in established narrative theories from thinkers like Joseph Campbell. This academic rigor is then translated into a practical, actionable framework that participants can implement immediately. A key differentiator is our strong emphasis on developing a cohesive brand narrative framework that serves as the strategic backbone for all marketing efforts, ensuring consistency and authenticity. Furthermore, the curriculum dedicates significant time to measurement and analytics, empowering participants to prove the ROI of their storytelling efforts a critical skill often overlooked. The highly interactive, workshop-based format ensures that learning is not passive; participants actively build their brand's story throughout the week, benefiting from expert guidance and peer feedback to leave with a tangible, strategic blueprint for their organization.