

## Creative Content Writing Basics

*Dubai (UAE)*

*14 - 18 September 2025*

UK Training

**PARTNER**



## Creative Content Writing Basics

Code: PS28 From: 14 - 18 September 2025 City: Dubai (UAE) Fees: 3900 Pound

### Introduction

This course introduces participants to the essential techniques and skills required to craft engaging and impactful content. It focuses on unleashing creativity, understanding audience needs, and building content strategies for various platforms.

### Course Objectives

By the end of this course, participants will:

- Understand the fundamentals of creative writing and its importance in content creation.
- Develop skills to produce compelling and reader-centric content.
- Learn to write for diverse platforms such as blogs, social media, and websites.
- Master the art of storytelling and persuasive writing techniques.
- Gain practical experience through exercises and constructive feedback.

### Why take this course?

- Learn the fundamentals of creative content writing.
- Develop skills to create engaging, reader-focused content.
- Understand how to write for different platforms.
- Master storytelling and persuasive writing techniques.
- Gain practical experience through exercises and feedback.
- Build a strong foundation for content creation success.

### Course Outlines

#### Day 1: Foundations of Creative Writing

- Understanding Creative Writing - Definition and Importance.
- The Writing Process: From Ideas to Drafts.
- Building Creativity: Tips to Break Writer's Block.
- Identifying Your Audience: Tailoring Content to Needs.
- Overview of Content Types: Blogs, Social Media, Ads, and More.

#### Day 2: Mastering Writing Skills

- Writing with Clarity: The Power of Simple Language.
- Grammar, Style, and Tone: The Essentials.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training  
**PARTNER**

- The Art of Structuring Content: Headlines, Subheadings, and Flow.
- Creating Engaging Introductions and Memorable Conclusions.
- Writing for Impact: Call-to-Action Statements.

### Day 3: Storytelling in Content Writing

- The Elements of a Good Story: Characters, Conflict, and Resolution.
- Creating Authentic and Relatable Narratives.
- Adding Emotion to Your Writing: Making Readers Care.
- Building Brand Stories: Connecting Businesses with Audiences.
- Case Studies: Successful Storytelling in Marketing and Media.

### Day 4: Writing for Digital Platforms

- Writing for Social Media: Posts, Captions, and Ads.
- Optimizing Content for SEO: Keywords and Best Practices.
- Blog Writing Essentials: Structuring and Formatting for Engagement.
- Understanding the Importance of Visual and Interactive Content.
- Editing and Proofreading: Tools and Techniques.

### Day 5: Practical Writing and Feedback

- Hands-on Writing Exercises: Real-world Scenarios.
- Peer Reviews: Providing and Receiving Constructive Feedback.
- Building a Personal Writing Style and Voice.
- Compiling a Portfolio: Presenting Your Work.
- Course Wrap-up: Review, Feedback, and Next Steps in Writing.

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom



+44 7401 1773 35  
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training  
**PARTNER**

