BLACKBIRD FOR TRAINING

Storytelling in PR

4 – 8 January 2027
Lyon (France)



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Ref: 3255237_335682 **Date:** 4 – 8 January 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

In a world overflowing with information and repetitive messages, press releases or official statements alone are no longer enough to capture attention or build trust. This is where Storytelling in PR becomes a powerful strategic tool—transforming abstract ideas into relatable experiences, creating emotional connections with audiences, and strengthening an organization's reputation.

This course is designed for executives, team leaders, and specialists across multiple sectors who seek to understand how to apply storytelling to craft persuasive messages, manage reputation with creativity, and extract strategic value from every communication initiative.

Course Objectives

By the end of the course, participants will be able to:

- Understand the concept of storytelling and its role in public relations.
- Analyze the core components of a successful and impactful story.
- Develop corporate narratives that reflect identity and mission.
- Use storytelling techniques to simplify complex information.
- Apply practical tools for creating effective media stories.
- Enhance engagement with audiences across traditional and digital platforms.
- Manage reputation through positive and authentic narratives.
- Evaluate the effectiveness of storytelling-driven campaigns.

Course Outlines

Day 1: Introduction to Storytelling in Public Relations

- Definition of storytelling and its strategic role in PR.
- Differences between traditional messaging and impactful stories.
- Elements of a successful story characters, challenge, resolution.
- The connection between storytelling and audience trust.
- Case examples showing the impact of stories on brand perception.
- Practical exercise: analyze a well-known corporate story.



Day 2: Structuring the Story and Key Components

- Crafting a compelling opening that grabs attention.
- Presenting a problem or challenge in a relatable way.
- Demonstrating solutions or achievements with impact.
- Using emotion to increase audience engagement.
- Supporting stories with facts, data, and credibility.
- Workshop: writing a short success story for a brand.

Day 3: Storytelling in Media Campaigns and Digital Communication

- Integrating storytelling into traditional PR campaigns.
- Strategies for using storytelling on social media platforms.
- Leveraging video and interactive formats for narrative impact.
- Designing campaigns around customer or employee stories.
- Countering misinformation with counter-narratives.
- Group activity: design a storytelling-driven media campaign.

Day 4: Spokesperson Skills and Storytelling in Public Speaking

- Storytelling as a tool for impactful delivery.
- Preparing spokespersons to tell stories at press events.
- Enhancing delivery with tone, voice, and body language.
- Handling difficult questions with supporting stories.
- Exercises on concise, engaging storytelling.
- Simulation: press conference using narrative techniques.

Day 5: Evaluation and Practical Implementation of Storytelling Plans

- Tools to measure the impact of storytelling in PR.
- Analyzing audience reactions and media coverage.
- Developing KPIs to assess campaign effectiveness.
- Reviewing real-world examples and key lessons.
- Building a long-term corporate storytelling framework.
- Final project: present and defend a storytelling plan.



Why Attend This Course: Wins & Losses!

- Gain in-depth knowledge of storytelling in PR.
- Learn to craft powerful and persuasive messages.
- Strengthen PR campaigns with narrative strategies.
- Improve public speaking and media engagement skills.
- Apply practical tools through exercises and case studies.
- Enhance institutional reputation and credibility.
- Increase audience engagement across multiple channels.
- Build sustainable long-term communication strategies.

Conclusion

Storytelling in PR is not just a communication method—it is a holistic strategy that enables organizations to build strong reputations, manage public perception, and strengthen audience trust.

This course provides both theoretical frameworks and practical tools to help participants craft compelling stories that transform information into meaningful experiences, creating lasting connections with stakeholders.

