

Course : Storytelling applied to press relations

Boost your media impact

Practical course - 1d - 7h00 - Ref. STR

Price : 890 CHF E.T.

This training course will enable you to gain an in-depth understanding of narrative techniques and apply them effectively to enhance your media communication. Through practical exercises, you'll develop your ability to create powerful narratives that capture the attention of the media and the public. As a result, you'll be able to enhance your media visibility and boost the impact of your press messages through a strategic approach to storytelling.

Teaching objectives

At the end of the training, the participant will be able to:

- Understand the benefits of storytelling to enhance the impact of your communications
- Applying storytelling to media relations
- Improving your press relations strategy

Intended audience

All communications and press relations professionals wishing to develop powerful communications to win over the media.

Prerequisites

No special knowledge required.

Practical details

Practical and digital activities

Practical work, role-playing, discussion and collective reflection.

Course schedule

PARTICIPANTS

All communications and press relations professionals wishing to develop powerful communications to win over the media.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the benefits of storytelling for press relations

- The concept of storytelling and its application to organizational communication.
- How storytelling can boost press relations.

Storyboarding workshops

Discussions on the contribution of storytelling to communications and press relations. Analysis of storytelling campaigns.

2 Building a narrative for journalists and their audience

- Targeted media families to optimize distribution of your story.
- Define your objectives and messages.
- Identify the angles and stories to tell to arouse the journalist's interest.

Group discussion

Brainstorming on how to integrate storytelling into press advertising.

3 Integrating storytelling into your press writings

- Adopt a style and vocabulary suited to your story and target audience.
- Use testimonials, quotes and sidebars to enhance your storytelling.
- Use visual elements to reinforce the impact of your narrative.

Practical and digital activities

Creation of press articles incorporating narrative schemes.

4 Storytelling for greater impact when speaking to journalists

- Use storytelling to interact with journalists.
- Apply storytelling to speech elements, oral presentations, interviews and pitches.
- Adapting storytelling to new media: podcasts, social networks and videos.

Role-playing

Storytelling pitch to a journalist. Application of storytelling in an interview or oral presentation.

Dates and locations

REMOTE CLASS

2026: 6 July, 7 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.