XCELERATE TRAINING INSTITUTE
your learning & development partner

COMMUNICATION & WRITING SKILLS

Content Marketing and Storytelling Training Course

Creating Content That Attracts, Engages and Converts

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	TTC-127

Upcoming dates

Dates	Venue	Format	Fee
11 – 13 Jan 2027	Istanbul	Classroom	€2,600
1 – 3 Mar 2027	Live online	Online (live)	€900
19 – 21 Apr 2027	Kuala Lumpur	Classroom	€3,900
26 – 28 Jul 2027	London	Classroom	€3,200
13 – 15 Sep 2027	Live online	Online (live)	€900
4 – 6 Oct 2027	Manama	Classroom	€2,600

Register or ask a question

Online: x8ti.com/course/content-marketing-and-storytelling-training-course/
+491631686678 · info@x8ti.com

Content Marketing and Storytelling Training Course

Introduction

Customers ignore traditional advertising but engage with useful, interesting content. Content marketing builds trust, supports search visibility and attracts customers over time.

This course teaches participants to build a content strategy, tell compelling brand stories, create content in different formats, distribute it effectively and measure results.

Learning Objectives

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

- Build a content marketing strategy
- Tell compelling brand and customer stories
- Create articles, videos and social content
- Plan content calendars
- Distribute and repurpose content
- Measure content performance

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants develop a content strategy and create sample content pieces.

Benefits for Your Organisation

- Stronger brand engagement
- More leads and customers
- Better search visibility
- Efficient content production

Benefits for You

- Storytelling skills
- Content planning tools
- Practical content creation experience
- Measurement skills

Who Should Attend

This course is designed for:

- Marketing and content managers
- Communication professionals

- Social media specialists
- Business owners
- Writers and creators

Course Outline

Day 1: Content Strategy

- Content marketing principles
- Audiences and personas
- Content goals
- Content pillars
- Arabic and English content

Day 2: Storytelling and Creation

- Storytelling structures
- Brand and customer stories
- Writing articles and posts
- Video content
- AI tools for content

Day 3: Distribution and Measurement

- Content calendars
- Distribution channels
- Repurposing content
- Content analytics
- Strategy presentation

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Registration Form

Content Marketing and Storytelling Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
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Email this form
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Register online
Open the course page