



STORYTELLING FOR VIDEO CONTENT

**GROW YOUR TALENT,
GROW YOUR ORGANISATION.**

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About this course

Stories help people connect and remember. In today's world, storytelling is one of the best ways to get customers to notice and remember your brand. This program helps participants understand how to build stories that support their brand message. Instead of sharing random information, participants will learn how to plan and shape their message into a story that connects with their audience. The training covers how to plan a story (narrative structure), how to turn it into visuals (storyboarding), and how to produce short videos such as Reels or social media content. Participants will also get hands-on practice in shooting and simple video editing.

Who Should Attend?

1. In-house marketing / Content creation team
2. Social media managers
3. Business owners looking to enhance their brand story

Learning Outcomes

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

1. Create a brand story that clearly shares their company's message.
2. Understand the difference between broadcasting information and storytelling.
3. Use story structure to plan and build a more engaging message.
4. Turn written ideas into visuals using storyboards and video planning.
5. Apply basic production skills — including shooting, sound, and simple editing — to make short, story-based videos.



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FOUNDATIONS OF STORYTELLING & CREATIVE STORY DEVELOPMENT



MODULE 1, 2

1. **What is Storytelling**
 - Importance of Storytelling in modern marketing
2. **Broadcasting VS Storytelling (Communication)**
 - The difference between broadcasting and Storytelling
 - Understanding audience reaction
3. **Plan your story**
 - Fundamental storytelling structures



MODULE 3, 4, 5

4. **Spice up your story**
 - Creating drama
5. **Ways of presenting your story**
 - Explore different ways to tell your story
6. **Assessment : what is your story**
 - Assessment, reflection & Individual coaching



VISUAL STORYTELLING, SHOOTING & EDITING FOR VIDEO CONTENT



MODULE 7, 8, 9

7. **Introduction of Visual Storytelling**
 - Importance of Visual/Reels in modern marketing
8. **Plan your shoot (pre-production)**
 - Converting your written story into a visual storyboard
9. **Shoot your plan (production I)**
 - Know your tools
 - Basic shooting techniques



MODULE 10, 11, 12

10. **Add drama into your visual experience (production II)**
 - B-roll
 - Sound/voice recording
 - Connecting your shots
11. **Editing (post-production)**
 - Basic editing techniques
 - Voice-over & BGM
12. **Assessment**
 - Assessment, reflection & Individual coaching



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SCAN QR CODE FOR DETAIL INFO



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