



Storytelling

CERTIFICATE PROGRAM

Six Live/On-Demand Modules

Wednesdays, Oct. 5–Nov. 9
3–4:30 p.m. ET



PROGRAM INFORMATION



Today it is more important than ever for your brand's stories to stand out. With 500 hours of content uploaded on YouTube in just one minute in 2021, it can be a challenge to make your story stand out and reach its target audience.

The Storytelling Certificate Program will be led by an industry recognized expert, Lisa Arledge Powell, and will feature guest speakers who can provide in-depth and real-world examples of storytelling. Along with Lisa, the guest speakers will present case studies of how they applied the storytelling concepts.

This professional development offering is designed as a live, online program of six modules and will launch on Oct. 5, 2022, and run through Nov. 9, 2022, airing each consecutive Wednesday from 3–4:30 p.m. ET.

All modules will be recorded so that participants can (re)listen or review them after the live date in preparation for the final exam. Additionally, participants will be given access to PRSA's Online Storytelling Community, an exclusive online forum offering private access and interactive dialogue with other members taking the course.

After successfully completing and passing the 18-question, multiple-choice test at the end of the certificate program, registrants will be awarded a certificate of completion.



PROGRAM INFORMATION



THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- PR and communication professionals.
- Professionals who are responsible for corporate reputation.
- Professionals responsible for managing a social media team.
- Professionals creating content for their brands.
- Professionals charged with getting the right audience to see their brands' stories.
- Communication leaders with five or more years of experience.

BY THE END OF THIS CERTIFICATE PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Use strategy to create stories with purpose for their brand.
- Understand where to look to uncover stories that will move the needle.
- Learn the key elements of a compelling story and the different ways to structure stories.
- Understand brand storytelling video best practices including equipment and tools to consider.
- Determine how to get their stories in front of their target audiences.
- Discover the tips and tools to measure ROI and show the value of their content.

SPEAKER



Lisa Arledge Powell
President
MediaSource

“*Storytelling is one of the most powerful tools that communicators have today to spread their message. In today’s digital-first world, it’s critical that PR professionals understand the full process of storytelling, which includes discovering, creating, amplifying and measuring your brand’s stories. I’ve curated the best practices in these storytelling categories to bring you the latest tips and tricks to help you make storytelling magic”*

Lisa Arledge Powell is the president of MediaSource, an award-winning communications agency that specializes in helping brands reach their business goals through strategic communications. She began her communications career as a television news reporter and national magazine show correspondent and now applies that experience to storytelling for brands. Known as an industry thought leader, Lisa trains other communicators on best practices for how to use content to meet business goals. She can be seen on the speaking roster at industry events for organizations such as the PRSA, Ragan, PR News, Content Marketing Institute and Mayo Clinic. Lisa is a regular contributor to PRSA’s blog, PRSay.

SCHEDULE



	MODULE TITLE	DATE & TIME
1	The Art of Storytelling	Wednesday, Oct. 5 3-4:30 p.m. ET
2	Story Discovery	Wednesday, Oct. 12 3-4:30 p.m. ET
3	Story Creation - Structure	Wednesday, Oct. 19 3-4:30 p.m. ET
4	Story Creation - For Multiple Formats	Wednesday, Oct. 26 3-4:30 p.m. ET
5	Story Amplification	Wednesday, Nov. 2 3-4:30 p.m. ET
6	Storytelling ROI and Putting It Together	Wednesday, Nov. 9 3-4:30 p.m. ET

LIVE/ON-DEMAND MODULES



MODULE 1: The Art of Storytelling

► Wednesday, Oct. 5, 3–4:30 p.m. ET

Your brand has stories. You're charged with telling them. How do you tell stories with purpose and direction? Hear the storytelling experts explain the art of brand storytelling and learn how you can use strategy to create stories with purpose for your organization.

MODULE 2: Story Discovery

► Wednesday, Oct. 12, 3–4:30 p.m. ET

While finding the right story might seem like an easy task, all stories are not created equal. There is a process that brands should use to uncover and identify strategic stories that will move the needle for their organizations. Learn the tips and tricks that smart brand storytellers use to find strategic stories.

LIVE/ON-DEMAND MODULES



MODULE 3: Story Creation – Structure

► Wednesday, Oct. 19, 3–4:30 p.m. ET

You have a story, so where do you begin? Finding the right structure for your story can give even the best storyteller a case of writer's block. Learn the key elements of a compelling story and the different ways to structure stories.

MODULE 4: Story Creation – For Multiple Formats

► Wednesday, Oct. 26, 3–4:30 p.m. ET

Lights, camera, action! Today's communicator must be able to tell stories in different formats including video and other multimedia. Learn brand storytelling video and multimedia best practices and leave the session with video experience and tip sheets of equipment and other tools to consider.

LIVE/ON-DEMAND MODULES



MODULE 5: Story Amplification

► Wednesday, Nov. 2, 3-4:30 p.m. ET

Does the story really exist if nobody sees it? Many brands are creating content but it's not reaching their target audiences. Learn how to get the right audiences to see the stories you're creating.

MODULE 6: Storytelling ROI and Putting It Together

► Wednesday, Nov. 9, 3-4:30 p.m. ET

How do you measure success and show the ROI of your storytelling? Learn the tips and tools to measure ROI and show the C-suite the value of your content. The session also will summarize the series to put it all together.

DETAILS & PRICING



PRSA MEMBER RATES*

Early Bird Rate (on or before Sept. 21)	\$1,295
Regular Rate	\$1,495

*Global Alliance members qualify for the PRSA Member Rate.

NONMEMBER RATE

\$1,795

LEARN AS A GROUP

Special Rates are available for groups of five or more.
Please contact PRSA for more details.

RENEWAL CEUs



Participants with the APR credential earn 0.5 renewal CEUs for each completed module of this course, for a total of 3.0 CEUs.

REGISTER

prsa.org/ST-registration

CONTACT

PRSA's Professional Development department
at PD@PRSA.org



CANCELLATIONS/REFUND POLICY

Refund of the Storytelling Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is postmarked no later than September 21, 2022. Registrants whose cancellation requests are postmarked after September 21, 2022, will not be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to: PRSA Storytelling Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003, or emailed to registration@prsa.org. If you cannot attend, you may notify PRSA by September 21, 2022, if another person will be attending in your place. For substitution, nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.