

SOCIAL COMMUNICATIONS ACADEMY

Academy Overview:

Storytelling is a powerful tool used throughout history to captivate audiences across generations, and today storytelling is what captivates an audience and gives brands a voice. Today a new generation of consumers are entering the marketplace and language is pivotal in crafting narratives to resonate and build loyalty. Learn how to create authentic content that enlightens and influences Gen Z and Gen X and explore the secrets behind successful brand storytelling to speak their language, capture their attention and drive meaningful engagement to drive success.

Who is it for?

- We encourage students and young talent from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Social Media Manager, Social Media Strategist, Social Media Coordinator, Social Media Specialist, Influencer Marketing Manager, Community Manager, Content Creator, Content Marketers, Brand Manager, Digital Marketer, Market Research Analyst, PR Manager, Marketing Coordinator

Learning Outcomes:

- Marketing to Gen Z and Gen X and how to get it right!
- Develop the skills to craft captivating stories and strategies that inspire action and drive engagement
- Look at how to tell a great brand story, and the impact your social media presence can have
- Develop your communication skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives