

The Art of Storytelling and High-Impact Content Creation

LEARN TO COMMUNICATE WITH CLARITY, EMOTION,
AND INFLUENCE.

CERTIFICATE





Creating Impact: TV & Digital Media Content Mastery

Step into the fast-paced world of TV and digital media with this immersive 24-hour training program on storytelling and content creation for non-scripted formats. Participants will gain the skills to craft impactful content across social, political, entertainment, and personal themes, using creative techniques such as brainstorming and mind mapping. The program provides a deep understanding of the media landscape, audience engagement strategies, and platform-specific dynamics.

Through hands-on exercises, attendees will experience the entire production process—from concept development and directing to technical execution and on-screen hosting. The training also explores how AI is revolutionizing content creation and production. This program is perfect for creators seeking to produce relevant, versatile, and high-impact content for today's multi-platform media environment.



Who Should Attend

Anyone interested in understanding and mastering the content creation process.

Level: Ideal for beginners eager to learn the fundamentals, as well as experienced creators looking to refine and expand their ideas.

Learning Objectives

- Apply storytelling and content creation techniques to develop compelling non-scripted programs across social, political, entertainment, or personal themes.
- Analyze the TV and digital media ecosystem, including program genres, linear vs. non-linear programming, content grids, and platform-specific strategies.
- Execute the full production process, from concept development to directing, technical requirements, and hosting integration, ensuring a cohesive and professional final product.
- Integrate AI tools and trends to enhance content creation, streamline workflows, and innovate storytelling, editing, and distribution processes.

Learning Outcomes

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

- Create structured, pitch-ready content ideas tailored to target audiences and platforms.
- Develop a complete non-scripted program production file, including concept sheets, format breakdowns, mood boards, and technical requirements.
- Demonstrate proficiency in storytelling, narrative structuring, and program visualization.
- Adapt content effectively for multi-platform distribution (TV, streaming, social media, digital).
- Leverage AI tools creatively and responsibly to support content development, production, and post-production.
- Critically evaluate and refine their own and peers' projects, applying professional feedback to improve quality and relevance.

Training Modules

SESSION 1 & 2: THE CREATION

Identify the content and structure of non-scripted programs, and learn storytelling and content creation techniques tailored to a variety of themes, including social, political, entertainment, and personal topics.

SESSION 3 & 4: THE CONTEXT

Analyze the television and digital media landscape by understanding audiences, genres, platform requirements, and programming strategies (linear and non-linear), in order to develop relevant and targeted content.

SESSION 5: THE PRODUCTION

Understand the full production process—from concept development to directing, technical planning, and the integration of hosting. Participants will create a complete production file that reflects their creative and artistic vision and technical needs.

SESSION 6: AI TOOLS AND TRENDS

Explore how AI can be used to enhance content creation, streamline production workflows, and bring innovation to storytelling, editing, and distribution in the current media environment.

SESSION 7: HANDS-ON AND PRACTICAL APPROACH

From the very first session, participants will begin developing original content using the tools and concepts introduced. These projects will be supported through ongoing feedback, discussions, and collaborative analysis—promoting both critical and creative thinking throughout the process.

SESSION 8: PRESENTATION

Participants will complete the training program by presenting a fully developed non-scripted program, including all key production documents and creative elements. Projects begin in the first session, with ongoing feedback provided to refine ideas step by step.

Program Information



DATES

21-23-28-30 April 2026

5-7-12-14 May 2026

Duration: 24 hours (8 sessions)

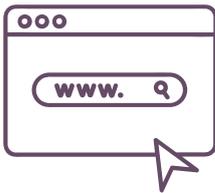


TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:30 pm

Modality: In-person

Location: The Professional Training Center,
Campus of Innovation and Sports (CIS),
USJ, Beirut.



REGISTRATION

Deadline: April 17, 2026

[Click Here to Register](#)



FEES

\$525

Meet Your Trainer

MS. ROSY RAGGI



Rosy Raggi is a Lebanese television director, producer, and educator with a background in French literature, audiovisual directing, and education. She began her TV career in 1989 and became an executive producer in 2001, leading productions for major Pan-Arab networks including LBC, MBC, and Rotana. Since 1992, she has taught writing and directing at ALBA—University of Balamand, where she founded the Television Department in 2015, launching both BFA and MFA programs in writing, directing, and producing for television and digital media. Rosy also works as a consultant and trainer in storytelling, content creation, and media production.

Contact

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