

AI STORYTELLING MASTERY

CREATING MEDIA NARRATIVES THAT CAPTIVATE
TEACHING & LEARNING

(HRD CORP CLAIMABLE COURSE 10001672502)

Introduction

This practical training program equips educators and schoolteachers to use AI and storytelling techniques to create engaging learning narratives, educational media, and school communication content.



It combines storytelling frameworks, prompt writing, visual content creation, video development, and AI – supported content planning so participants can design lessons and media that are more compelling, relevant, and impactful.

This workshop helps educators apply AI – powered storytelling to teaching, student engagement, and school – based communication. Participants learn how to craft meaningful narratives, create visuals and videos, adapt content for different audiences, and plan media sequences that support learning objectives and educational campaigns.

What sets this program apart is its blend of storytelling, AI tools, visual media creation, and practical classroom relevance. Rather

than focusing only on content creation, it shows educators how to turn teaching points, school messages, and learning materials into structured narratives that are engaging, platform – appropriate, and ready for real educational use.



You'll explore:

FOUNDATION IN DIGITAL STORYTELLING

Overview of Digital Storytelling

Storytelling & narrative frameworks for teaching & learning.

Science of Storytelling + Prompt Engineering

Use AI prompt techniques to generate lessons & media.

Case Study Dissection

Examine good content & adapt to storytelling.

Visual Storytelling and Storyboarding

Learn to structure story – led educational content.

Hook Sprint

Create strong openings, hooks & attention – grabbing headlines.

BUILDING YOUR STORY FOR THE REAL WORLD

Budgeting and Funneling

Aligning storytelling to learner stages.

Generating Images for Social Media

Use AI tools to create aligned visuals for educational messages.

Generating Videos for Social Media

Turn text – based content to educational videos.

Developing Long – Form Videos with Audio

Create longer educational video narratives with AI.

Building the Right Campaign for Your Targeted Audience

Develop a mini educational content campaign

AI Insights: Performance & Trend Optimization

Review content performance and use AI insights to refine.

Group Activity

AI WORKFLOWS

STORYTELLING

PROMPT ENGINEERING

Outcomes That Matter

After this program, you can:

- Understand and apply core storytelling frameworks for teaching and educational communication.
- Use AI prompts to generate lesson – based, audience – specific, and platform – appropriate content.
- Create visual and video – based learning media using AI tools.
- Design storytelling – driven educational campaigns or lesson sequences for targeted learners.
- Use AI – supported insights to improve the relevance, clarity, and effectiveness of their content.

Program Snapshot

Duration	:	2 Days (14 hours)
Mode	:	Face – to – Face, interactive, hands – on Hands – on activities,
Methods	:	workflow – based learning & work – based project
Industries	:	Applicable to all sectors <ul style="list-style-type: none">• School teachers• Educators• Academic coordinators
Audience (No prior AI or technical background required)	:	<ul style="list-style-type: none">• Heads of department• Instructional designers• School communication and media teams• Learning & development personnel in education settings

Key Benefits

- More engaging teaching and learning content that improves student attention and participation.
- Better use of AI tools to reduce preparation time for educational media and communication materials.
- Stronger teacher capability in producing visuals, videos, and story – led lesson support materials.
- Improved school communication through clearer, more compelling narratives for students, parents, and the wider community.
- Greater consistency in how learning campaigns, school messages, and educational initiatives are designed and delivered.
- Enhanced staff creativity, digital fluency, and confidence in using AI for practical education-related tasks.

Time	Day 1 Content	Day 2 Content
0900 – 1030	Welcome & Networking Overview of Digital Storytelling	Recap & Kickoff Budgeting and Funneling Generating Images for social media
1030 – 1050	Break	Break
1050 – 1300	Science of Storytelling Prompt Engineering	Generating Videos for Social Media Developing Long – Form Videos with Audio
1300 – 1400	Lunch	Lunch
1400 – 1515	Case Study Dissection Visual Storytelling and Storyboarding	Building the Right Campaign for Your Targeted Audience AI Insights: Performance & Trend Optimization
1515 – 1535	Break	Break
1550 – 1650	Hook Sprint	Closing: Presentation
1650 – 1700	Evaluation of Day 1 Learning Closing	Evaluation of Learning/ Certificate presentation Closing



Manimaran Thiruvassagam (Mahesh)

Accredited HRDCorp Trainer | AI & Growth Specialist | Designer & Consultant

About the Trainer

Manimaran Thiruvassagam, better known as Mahesh, is a dynamic trainer, consultant, and strategist with over 20 years of experience at the intersection of technology, digital marketing, and AI – driven business transformation.

He holds a BSc (Hons) in Computing (Multimedia) from Staffordshire University (UK) and Advanced Diplomas in Engineering & Software Development from APIIT and Wigan & Leigh College (UK). Mahesh is an HRDCorp Accredited Trainer and is certified in Data Analytics and VUCA Leadership, reflecting his deep expertise in both technical and strategic disciplines.

As an industry practitioner and educator, Mahesh has worked with corporate leaders, entrepreneurs, and government agencies to help them navigate Malaysia’s fast – evolving digital landscape. His workshops are known for bridging complex AI and PDPA concepts with real – world governance and business applications, empowering participants to lead responsibly in a data-driven era.

Mahesh has trained and collaborated with organizations such as MIHRM, The Star Media Group, Malaysian Hotel Association, and Gamuda Land, delivering programs that combine strategic foresight, technical acumen, and business creativity. His facilitation style is engaging, pragmatic, and outcome – oriented, helping leaders translate knowledge into measurable action.

Core Expertise

AI for Business Growth & Expansion: Integrating AI across HR, Finance, Marketing, and administrative functions; AI Process Automation & Workflow Optimization; Generative AI (Text, Image, Video, Avatar Creation).

Digital & Growth Marketing: Funnel Building & Lead Generation Systems; Brand Strategy, Storytelling & Campaign Design; AI-Powered Content Creation & Social Media Management.

Corporate Upskilling & Transformation: AI Skills for Non – Technical Teams; Strategic Planning & Rapid Foresight; Presentation Mastery & Visual Communication.

Creative & Technical Skills: Advanced Multimedia Design (Adobe Suite, Web UI, Video Editing); Marketing Collateral Development; Pitch Deck & Event Branding.

Ethical AI & Data Governance: Translating PDPA compliance, AI ethics, and governance guidelines into clear, actionable leadership frameworks.



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