

AI STORYTELLING MASTERY

CREATING SOCIAL MEDIA NARRATIVES AND PRESENTATIONS
THAT CAPTIVATE & CONVERT
(HRD CORP CLAIMABLE COURSE 10001672879)

Introduction

This practical AI – powered program helps corporate employees **create stronger social media narratives** and **presentation content** that **capture attention, engage audiences, and drive action.**

It combines storytelling frameworks, prompt engineering, visual content creation, video development, and AI – based performance optimization into a hands-on learning experience.

The program equips participants with the skills to use AI tools to



plan, create, and optimize storytelling content across social media and presentation contexts. Participants learn how to **shape messages, align content to audience needs,** and build story – led campaigns using visual, written, and video formats.

This program goes beyond content creation by combining storytelling strategy, AI prompt techniques, social media execution, visual and video production, and performance analysis in one integrated workshop.

You'll explore:

FOUNDATION IN DIGITAL STORYTELLING

Overview of Digital Storytelling

Storytelling & key narrative frameworks for engaging content.

Science of Storytelling + Prompt Engineering

Use AI prompt techniques to generate multiple story versions.

Case Study Dissection

Analyze successful social media campaigns.

Visual Storytelling and Storyboarding

Learn to structure story – led campaigns and designs.

Hook Sprint

Create attention – grabbing hooks, headlines, and openers for short-form social media content using AI support.

BUILDING YOUR STORY FOR THE REAL WORLD

Budgeting and Funneling

How storytelling content fits different funnel stages.

Generating Images for Social Media

Use AI tools to create brand – aligned visuals for social platforms.

Generating Videos for Social Media

Turn text – based ideas into short – form videos for social media.

Developing Long – Form Videos with Audio

Create longer storytelling videos enhanced by AI narration.

Building the Right Campaign for Your Targeted Audience

Develop a mini campaign for a chosen audience segment.

AI Insights: Performance & Trend Optimization

AI – powered analytics tools to review campaign performance.

Group Activity

Apply the full learning experience by pitching a mini storytelling campaign based on a real – world brief.



From Slow Content Production
to
AI – Powered
Campaign Execution
in 2 days

Outcomes That Matter

After this program, you can:

- Apply proven storytelling frameworks to social media and presentation content.
- Use AI tools and prompt techniques to generate platform – specific narratives.
- Create stronger visual, image, and video content that supports brand messaging.
- Align storytelling content to funnel stages, audience segments, and campaign goals.
- Use AI – supported insights to evaluate content performance and improve results.
- Develop a practical short – term storytelling campaign strategy for real – world use.

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

Audience (No prior AI or technical background required)	:	<ul style="list-style-type: none">• Corporate employees in marketing, branding, communications, and content roles• Professionals responsible for presentations, pitches, and campaign messaging• Social media and digital marketing teams• Business development and client – facing staff
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Key Benefits

- Producing more engaging and persuasive social media and presentation content.
- Strengthening brand communication through clearer and more consistent storytelling.
- Improving campaign effectiveness with better audience targeting and funnel alignment.
- Accelerating content creation through practical use of AI tools and workflows.
- Enhancing in – house capability for visual, video, and narrative content development.
- Making better marketing decisions through AI – supported insights and optimization.
- Increasing the impact of internal and external presentations, pitches, and campaigns.

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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