

Storytelling for Development

Course under the DFC Scholarship Programme at MS Training Centre for Development Cooperation (MS TCDC)



Course dates

On-site in Arusha, Tanzania: **12th - 16th August, 2024.** (1 week)

Target group

The course will target 10-15 participants from the African continent. Participants must be related to the Danish Strategic Sector Cooperation (either directly or indirectly) or be a Danida-funded partner. The course is highly relevant for a diverse group of professionals with an interest in the overall subject. Participants may represent government institutions, civil society organisations as well as business interests. Participants must have a good command of English.

Course location

MS Training Centre for Development Cooperation, Arusha, Tanzania

MS Training Centre for Development Cooperation

MS TCDC is a renowned Pan-African training centre, situated in Arusha, Tanzania, unique in their dedication to high quality capacity development for social transformation. For more than 50 years, they have delivered high quality capacity development in areas such as: democratic governance, human rights, transformational leadership, gender equality, youth participation and climate change governance.

Course Focus: Boost your journalism and communication skills to tell powerful stories about social change

Learn how to tell powerful and compelling stories about social change issues so that you can strategically promote your organisation, products or services. You will get a good insight into communication and journalistic methods and hands-on experience with producing short stories as videos, photos and updates for social media.

Course outcomes and tentative course programme:



This is a five days training that will cover the following;

WHAT YOU WILL LEARN

- Fundamentals of internal and external communication
- Strategic communication and messaging
- Communication in the Digital Era
- Documenting and Disseminating Best Practices

Topics

1. The Power of Storytelling
 - Understanding the impact of storytelling in development
 - Examining successful storytelling examples in development initiatives
2. Fundamentals of Communication
 - Internal vs. external communication in development
 - Importance of clear and effective communication
3. Crafting a Compelling Narrative
 - Basics of storytelling structure
 - Techniques for engaging and capturing the audience's attention
4. Developing a Communication Strategy
 - Aligning storytelling with organizational goals
 - Creating a strategic communication plan for development initiatives
5. Crafting Impactful Messages
 - Tailoring messages to resonate with diverse audiences
 - Incorporating storytelling as a strategic communication tool
6. Storytelling for Advocacy
 - Using narratives to influence change and advocate for social causes
 - Case studies on successful advocacy through storytelling
7. Digital Storytelling Essentials
 - Leveraging digital platforms for storytelling
 - Strategies for creating engaging content online
8. Multimedia Storytelling
 - Incorporating visuals, videos, and interactive elements in storytelling
 - Maximizing the impact of multimedia content
9. Social Media for Development
 - Harnessing the power of social media for storytelling
 - Building online communities and engagement
10. Importance of Documentation in Development
 - Recognizing the value of documenting best practices
 - Strategies for effective documentation
11. Dissemination Strategies
 - Identifying channels for disseminating development stories
 - Tailoring content for different platforms and audiences
12. Monitoring and Evaluation of Storytelling Impact
 - Measuring the effectiveness of storytelling initiatives
 - Continuous improvement through feedback and evaluation

More information can be found on this link <https://mstcdc.or.tz/professional-courses/Storytelling-For-Development>

Learning approach



At MS TCDC they recognise the transformative power of learning. They view learning as an ongoing process that happens in many different, dynamic ways. Most importantly, the greatest benefit from their learning opportunities come from their relevancy to real-world contexts. For MS TCDC dynamic learning happens not only through training courses or within the confines of classrooms. Ultimately, learning should challenge, inspire and contribute to change or solve a problem

Economy

The course is fully financed by the central fellowship fund and the fellowship will cover study fees, international air tickets, accommodation, allowances, health insurance, etc.

Questions

For questions related to the application and the procedures, please contact the Royal Danish Embassy in your country or Danida Fellowship Centre.

For questions related to the course content please contact MS Training Centre for Development Cooperation, Arusha, Tanzania