“Incredible — every piece of content was valuable and I would recommend the class to all”
— Diana Stewart, Illinois Tollway
Twitter training, 2016

“A lot of great content over the 5 weeks. Pitches were absolutely most beneficial”
— Cinaiya Stubbs, Chicago Youth Programs
Professional Media Relations, 2016

“Jeff (Benzing) learned so much he’ll be using in his reporting… we are grateful to have been a part of it”
— Sharon Walsh, editor, PublicSource
Race, police and community coverage for journalists, 2016
In addition to our regularly scheduled trainings, Public Narrative offers a flexible and diverse range of custom trainings to nonprofits, news organizations and individuals. All our custom training is designed to meet your organization's specific needs.

To make our custom training a more affordable option for organizations of all sizes, we offer tiered pricing based on your budget. Rates include the session, a call with you for up to two hours, preparation of materials and a one-hour follow up.

For more options and rates — call our operations manager, Maggie Walker at 312-369-6402.

**SAMPLE TRAININGS**

**STORYTELLING**
What’s your story? We’ll help you find and highlight the moments and people that make the work you do shine. Learn how to pull your audience’s heartstrings and move them to action with this workshop.

**ANALYTICS & SEO**
Search engine optimization (SEO) and Google Analytics are both powerful tools to boost your web presence and understand your audience. Google Analytics helps you track your web traffic and understand your visitor’s behavior. SEO will help bring traffic to your website and make your site a top link in searches.

**MESSAGING**
Let us help you refine your elevator speech and get your message out effectively. We’ll give you tools and tips to hone your message so that you explain your work to the right people at the right moment.

**PODCASTING**
Have you thought about telling your story in audio chapters? Surrounding people with the voices of those you help, the sounds of how your work effects other’s lives? This hands-on workshop will help you understand how to plan out audio stories and actually produce them.

**BUILDING A COMMUNICATIONS PLAN**
Learn a practical set of tools and exercises to clarify communications goals, target key audiences and develop messages via social and traditional media outlets with a strategic communications plan.

**BLOGGING & OP-ED WRITING**
How do you make your blog stand out and position yourself as a thought leader? Learn to create an editorial calendar, hone your voice and develop a following on your blog.

**INTRO TO SOCIAL MEDIA**
Get equipped with the basics of the main social media sites. This basic workshop guides you through getting on each platform, developing profiles and using language that reflects your organization’s values.

**ADVANCED SOCIAL MEDIA**
This course dives into strategy, timing and tools for the essential social media platforms. You’ll be equipped to not only be present on social media, but to use it as a powerful communications tool.

**SPOKESPERSON TRAINING**
When the media calls, will you be ready to interview like a professional? This workshop will teach you how to stay on message and in control, while sharpening your stories to increase your organization's visibility.

**DIGITAL STORYTELLING**
If you don't tell your story digitally, will anybody hear it? Whether it's audio slide shows, video or photos, more people stop for visuals. Let us help you find new ways to tell your story through video and photos.