
Content Marketing and Storytelling

18 – 22 January 2027
Vienna





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Ref: 1610_4874 **Date:** 18 – 22 January 2027 **Location:** Vienna **Fees:** 5500 GBP

Content Marketing and Storytelling is a 5-day senior content marketing course delivered by Mars Training Centre in London, Barcelona, Amsterdam, Istanbul, and Dubai, and online — designed for heads of content, marketing directors, and senior communications leaders responsible for building a content operation that supports brand, demand, and reputation.

Most organisations now publish more content than they read, and the difference between successful content marketing and expensive noise is no longer about volume or budget — it is about strategy, story, and operational discipline. Senior leaders need to lead content as a structured function, not as a series of creative projects, and to integrate it with brand, demand generation, and editorial standards.

Across five focused days, you will work through the senior content marketing stack: content strategy, audience and narrative, editorial planning, content operations, distribution, governance, and measurement. The programme uses regional case material and applied exercises grounded in your own content function and audiences.

What You Will Learn

By the end of this programme, you will be able to:

- Build a content marketing strategy aligned with brand and commercial goals.
- Define audiences and editorial pillars with discipline.
- Develop a core brand narrative the organisation can use consistently.
- Plan an editorial calendar across formats, channels, and stages.
- Govern a content operation across in-house teams and agencies.
- Lead content production at scale without losing quality.
- Distribute content effectively across owned, earned, and paid channels.
- Apply AI tools sensibly inside a content operation.
- Measure content performance against meaningful commercial outcomes.
- Defend content investment commercially to the executive team.

How You Will Benefit

You will leave with a senior content leader's playbook — strategy, narrative, operations, governance, measurement — and a Mars Certificate of Completion.

Your organisation will gain a content leader who can run content as a structured commercial function, integrate it with brand and demand, and produce work that supports the business rather than decorating it.



Who This Programme Is For

This programme is designed for senior content and marketing leaders, including:

- Heads of Content and Editorial Directors
- Marketing Directors with content responsibility
- Brand Directors leading content programmes
- Communications Directors managing thought leadership
- Digital Marketing Directors with content ownership
- Senior in-house writers and editors moving into leadership
- Senior public-sector and association communications leads

The seniority floor is senior manager and above. The programme runs in person over five days in London, Barcelona, Amsterdam, Istanbul or Dubai, or live online, and leads to a Mars Certificate of Completion.