



Effective Narrative Building for Media & Strategic Communication

Master the art of crafting powerful narratives that shape public perception, command media attention, and drive strategic outcomes under the most demanding conditions.

JUNE 6–7, 2026

2 INTENSIVE DAYS

FEE: PKR 30,000

SEETA MAJEED
SCHOOL OF
LIBERAL ARTS
AND
SOCIAL SCIENCES



FAHAD HUSSAIN

RESOURCE PERSON

One of Pakistan most recognized broadcast journalists and media analysts. Brings decades of frontline experience in narrative framing, political communication, and media strategy.



DR. MOEED YUSUF

LEAD FACILITATOR

Vice Chancellor – Leading authority on Pakistan's strategic communication, foreign policy, and national security narrative. Former National Security Adviser to the Prime Minister of Pakistan.



IJAZ HAIDER

RESOURCE PERSON

Renowned security and strategic affairs analyst. A veteran commentator on defence, geopolitics, and Pakistan's positioning in international discourse.

THE EXPERIENCE

Simulation-Based Learning

Not lectures you'll be tested under fire in live Hard Talk scenarios with real-time expert feedback

Expert Panel Critique

Structured, constructive feedback from Pakistan's sharpest strategic communication minds

Case-Study Driven Approach

Real interviews by officials, real gaps diagnosed, real recommendations built no theory alone

Certificate of Completion

Formal recognition of your narrative-building competence upon successful completion

Nations that *control their narrative* shape their destiny.

Pakistan's strategic communication has long been reactive and inconsistent costing the nation credibility, influence, and opportunity on the world stage. This workshop exists to close that gap starting with you.

Four Modules. *One Transformation.*

Foundations of Narrative Building & Storytelling

Master narrative theory, the story arc, the art of the killer punchline with international case studies and hands-on exercises.

Pakistan: Diagnosing the Narrative Gap

A fearless, VC-led Socratic deep dive into where Pakistan's communication has fallen short and what must change.

Interview Analysis: Critique to Recommendation

Analyse four real interviews by Pakistani officials across crisis comms, diplomacy, and geostrategy then present your findings.

Hard Talk Simulation: Narrative Under Pressure

Face a BBC Hard Talk-style grilling from the expert panel. Prove composure, clarity, and punchline effectiveness under fire.

Built for Those Who **Shape the Story**

Journalists & Media Professionals Print, broadcast, and digital platforms	Government Communication Officers Ministries & public affairs departments
Think Tank & Policy Professionals Strategic research and policy institutions	PR & Corporate Communications National and international outreach

WHAT YOU'LL WALK AWAY WITH

- Mastery of narrative theory & storytelling frameworks
- Diagnose Pakistan's narrative gaps with solutions
- Craft punchlines & key messages that stick
- Battle-tested composure from live Hard Talk sim

Don't Watch the Story Unfold.

Write It.

ORGANIZED BY THE OFFICE OF THE VICE CHANCELLOR IN COLLABORATION WITH THE ACADEMY FOR PROFESSIONAL DEVELOPMENT.

Register Now

