

THEME : AI + PR

3.5x
MEDIA PICKUP

+82%
DATA IMPACT

BUILDING DATA DRIVEN NARRATIVES

for PR Professionals

Data Storytelling

Media Pitches

Internal Insights

AI + Analytics



BUILDING DATA DRIVEN NARRATIVES FOR PR PROFESSIONALS

OBJECTIVE

Equip PR professionals with the tools to spot story-worthy angles in internal data, ask better questions to extract insight, and turn numbers into headlines that land.

LEARNING OUTCOMES

Stronger internal collaboration between PR and data teams. Improved confidence in identifying newsworthy data. Enhanced ability to pitch media stories with substance and relevance.

TARGET AUDIENCE

PR and Communications professionals, Corporate Affairs and Media Relations teams, Marketing and Brand Managers, Government and GLC Communications officers, Startup founders and entrepreneurs, Agency PR executives and consultants, anyone looking to leverage data storytelling in their public relations practice.

9:00 - 9:30 AM

Welcome & Opening Warm-Up

- Set the tone for the day and understand participant expectations.
- Start thinking in "data headline" mode.
- Icebreaker: "If your brand were a data point..."

9:30 - 10:45 AM

Module 1: Data Storytelling Fundamentals

- The psychology of data + emotion: Why numbers persuade.
- Media demand for credibility: Data = legitimacy.
- What makes a data story "newsworthy"? Time-based, trend-based, and behavioral angles.
- Anomalies: surprising insights that grab attention.
- Data and AI: Storytelling for AI.
- Mini-Exercise: Headline Smackdown — review 5 headlines, identify the best data angle.

COFFEE & NETWORKING BREAK

11:00 AM - 12:30 PM

Module 2: Mining Stories from Internal Data

- Where to look: campaign dashboards, sales trends, user behaviours, app data, CS tickets.
- Common blind spots: ignored data that has media value.
- Collaborating across teams: what to ask product, marketing, ops.
- How to translate business KPIs into public hooks.
- Exercise: Spot 2 story angles from a sample dashboard + craft internal interview questions.
- Takeaway: "Data Hunting Questions" Playbook — 10 questions to unlock internal insights.

LUNCH BREAK

1:30 - 2:45 PM

Module 3: Writing Media-Ready Narratives from Data

- Framing: From stat to story to societal relevance.
- Writing headlines that scream "open me".
- Structuring press releases using insights (inverted pyramid with data hooks).
- Contextualizing: Using third-party data to amplify your angle.
- Tools: Google Trends, Supernewsroom.AI, Statista, Answer the Public.
- Writing Sprint: Draft one headline, one paragraph summary, one "so what" hook.
- Takeaway: "From Insight to Impact" Template.

ENERGISER BREAK

3:00 - 4:30 PM

Module 4: Case Studies + Hands-On Rewrite Challenge

- 3 real PR campaigns that succeeded using data-first narratives.
- What worked: angle, structure, delivery. What didn't: dry numbers, no relevance, poor timing.
- Team Challenge: Rework a press release using a data-first lens.
- Add new angles, write a new headline, benchmark with third-party data.
- Prepare a 3-min pitch to present; trainer + peers provide structured critique.

4:30 - 5:00 PM

Wrap-Up & Action Planning

- 3-2-1 exercise: 3 things you learned, 2 ideas to pitch this quarter, 1 data source to tap starting Monday.
- Bonus: Trainer's top 5 real PR pitches that got covered — annotated.