Writing Case Studies and Customer Success Stories

Corporate Communications

Course Overview

Writing Case Studies and Customer Success Stories: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Writing Case Studies and Customer Success Stories
- Apply practical tools and techniques for Writing Case Studies and Customer Success Stories in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Writing Case Studies and Customer Success Stories in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Writing Case Studies and Customer Success Stories in today's organisation
2. Key concepts and the language of Writing Case Studies and Customer Success Stories
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Writing Case Studies and Customer Success Stories with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Nairobi	**$1,550**
16 to 20 Nov 2026	Kampala	**$1,450**
23 to 27 Nov 2026	Durban	**$1,650**
30 Nov to 4 Dec 2026	Accra	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.