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COMMUNICATION AND WRITING SKILLS | CWS-037

Writing Case Studies and Success Stories

Contact

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Course content

Why Attend

Case studies and success stories are among the most persuasive forms of business content. They show prospective customers, funders and partners what an organisation has actually achieved, using real situations, real people and measurable results. Yet many case studies read like brochures, lack evidence or bury the story beneath technical detail.

This Writing Case Studies and Success Stories training course teaches participants how to select, research and write compelling case studies for marketing, sales, fundraising and internal learning. Participants learn how to choose the right stories, interview clients and colleagues, structure narratives around challenge, solution and results, present evidence and quotes, and adapt case studies for different formats and channels.

Course Methodology

• The course is practical and project-based. Participants analyse strong and weak case studies, choose a story from their own work, prepare interview questions, interview a partner acting as a client, and draft, edit and refine a full case study. Peer review and trainer feedback guide improvement.

Course Objectives

• Explain the purposes and audiences of case studies

• Select stories that demonstrate value convincingly

• Plan and conduct interviews with clients and stakeholders

• Structure case studies around challenge, approach and results

• Present measurable outcomes and credible evidence

• Use quotes and human detail to bring stories to life

Target Audience

• Marketing and content professionals

• Sales and business development staff

• Fundraising and donor relations professionals

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Course content

- Consultants and project managers

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Course outline

Detailed course outline

Day-by-day outline for Writing Case Studies and Success Stories.

Day 1 - The Power of Case Studies

- 09:00-09:42 | Why case studies persuade more than claims
- 09:42-10:03 | Uses in marketing, sales, fundraising and learning
- 10:03-10:45 | Understanding the target reader of each case study
- 10:45-11:00 | Elements of an effective case study
- 11:00-11:30 | Coffee break
- 11:30-11:57 | Elements of an effective case study (continued)
- 11:57-12:38 | Common weaknesses in published case studies
- 12:38-13:19 | Building a pipeline of potential stories
- 13:19-14:00 | Exercise: comparing strong and weak case studies

Day 2 - Selecting and Researching Stories

- 09:00-09:34 | Criteria for choosing stories worth telling
- 09:34-10:08 | Gathering project data and evidence of results
- 10:08-10:42 | Planning interviews with clients and colleagues
- 10:42-11:00 | Writing interview questions that uncover the story
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Writing interview questions that uncover the story (continued)
- 11:46-12:20 | Conducting interviews and capturing strong quotes
- 12:20-12:53 | Handling confidentiality and sensitive information
- 12:53-14:00 | Practice: interviewing a partner acting as a client

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Day 3 - Structuring the Narrative

- 09:00-09:34 | The challenge, approach and results structure
- 09:34-10:08 | Opening with the client's situation and stakes
- 10:08-10:42 | Explaining the solution without excessive jargon
- 10:42-11:00 | Presenting results with numbers and comparisons
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Presenting results with numbers and comparisons (continued)
- 11:46-12:20 | Using quotes to add credibility and emotion
- 12:20-12:53 | Writing strong headlines and summaries
- 12:53-14:00 | Workshop: drafting the full case study

Day 4 - Editing and Adapting Case Studies

- 09:00-09:25 | Editing for clarity, flow and concision
- 09:25-09:50 | Layout, pull quotes and visual elements
- 09:50-10:14 | Short versions for websites and social media
- 10:14-11:00 | Turning case studies into slides and sales tools
- 11:00-11:30 | Coffee break
- 11:30-11:33 | Turning case studies into slides and sales tools (continued)
- 11:33-12:22 | Video and audio case study approaches
- 12:22-13:11 | Using case studies in proposals and bids
- 13:11-14:00 | Workshop: adapting a case study for three formats

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Day 5 - Approvals and Building a Case Study Programme

- 09:00-09:23 | Obtaining client permission and sign-off
- 09:23-09:45 | Managing legal and brand review processes
- 09:45-10:30 | Keeping case studies current and accurate
- 10:30-11:00 | Building a library and process for regular production
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Building a library and process for regular production (continued)
- 11:45-12:30 | Measuring the impact of case studies
- 12:30-13:15 | Final case study presentation with feedback
- 13:15-14:00 | Personal action plan for case study writing

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Seminar dates

Available seminar dates

Live dates and pricing for Writing Case Studies and Success Stories generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	London	Classroom	**€2,915**
14 - 18 December 2026	Barcelona	Classroom	**€2,275**
21 - 25 December 2026	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	London	Classroom	**€2,915**
25 - 29 January 2027	Barcelona	Classroom	**€2,275**
4 - 8 January 2027	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	Munich	Classroom	**€2,425**
22 - 26 February 2027	London	Classroom	**€2,915**
1 - 5 February 2027	Barcelona	Classroom	**€2,275**
8 - 12 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Date	Location	Format	Fee
15 - 19 February 2027	Paris	Classroom	**€2,810**
1 - 5 March 2027	London	Classroom	**€2,915**
8 - 12 March 2027	Barcelona	Classroom	**€2,275**
15 - 19 March 2027	Frankfurt	Classroom	**€2,175**
22 - 26 March 2027	Rome	Classroom	**€2,830**
12 - 16 April 2027	London	Classroom	**€2,915**
19 - 23 April 2027	Barcelona	Classroom	**€2,275**
26 - 30 April 2027	Frankfurt	Classroom	**€2,175**
5 - 9 April 2027	Vienna	Classroom	**€3,425**
17 - 21 May 2027	London	Classroom	**€2,915**

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Date	Location	Format	Fee
24 - 28 May 2027	Barcelona	Classroom	**€2,275**
3 - 7 May 2027	Frankfurt	Classroom	**€2,175**
10 - 14 May 2027	Amsterdam	Classroom	**€3,215**
7 - 11 June 2027	London	Classroom	**€2,915**
14 - 18 June 2027	Barcelona	Classroom	**€2,275**
21 - 25 June 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	London	Classroom	**€2,915**
12 - 16 July 2027	Barcelona	Classroom	**€2,275**
19 - 23 July 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	Dubai	Classroom	**€2,845**

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Live dates and pricing for Writing Case Studies and Success Stories generated from the course details page.

Date	Location	Format	Fee
9 - 13 August 2027	London	Classroom	**€2,915**
16 - 20 August 2027	Barcelona	Classroom	**€2,275**
23 - 27 August 2027	Frankfurt	Classroom	**€2,175**
2 - 6 August 2027	Geneva	Classroom	**€3,315**
6 - 10 September 2027	London	Classroom	**€2,915**
13 - 17 September 2027	Barcelona	Classroom	**€2,275**
20 - 24 September 2027	Frankfurt	Classroom	**€2,175**
25 - 29 October 2027	London	Classroom	**€2,915**
4 - 8 October 2027	Barcelona	Classroom	**€2,275**
11 - 15 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Live dates and pricing for Writing Case Studies and Success Stories generated from the course details page.

Date	Location	Format	Fee
18 - 22 October 2027	Kuala lumpur	Classroom	**€2,425**
1 - 5 November 2027	London	Classroom	**€2,915**
8 - 12 November 2027	Barcelona	Classroom	**€2,275**
15 - 19 November 2027	Frankfurt	Classroom	**€2,175**
22 - 26 November 2027	Madrid	Classroom	**€3,400**
13 - 17 December 2027	London	Classroom	**€2,915**
20 - 24 December 2027	Barcelona	Classroom	**€2,275**
27 - 31 December 2027	Frankfurt	Classroom	**€2,175**
6 - 10 December 2027	Munich	Classroom	**€2,425**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**

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Seminar dates

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Live dates and pricing for Writing Case Studies and Success Stories generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**

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3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**

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16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**