

Shaping The Future of Saudi Financial Media

صناعة مستقبل الإعلام المالي السعودي

#معاً نصنع الأثر
Together we make impact





~~28,750~~
مدعوم بالكامل



18
Oct 2026



9:00 AM – 3:00 PM

This comprehensive training program, is designed to empower media professionals with the skills needed for modern financial reporting, mastering the fundamentals of financial news coverage, simplifying complex economic data, and leveraging digital tools, multimedia, and AI to craft impactful, engaging stories that resonate with a wider audience. The program also includes both group and personalized coaching sessions, enabling participants to apply the course material directly to their professional roles.

Target Competencies

- Beyond the Basics
- Group Coaching
- The Toolkit to Connect the Dots
- Personalized Coaching
- Impact and Influence – Site visit-

Target Audience

- | | |
|------------------------|---------------------------|
| 1- Media Professional | 2-Journalists |
| 3- Financial Reporters | 4-Financial Professionals |
| 5- Content Creators | |

Program Objectives

- **Mastery of Financial Reporting Fundamentals:** Participants will gain a solid understanding of the core principles of financial news coverage, enabling them to confidently report on economic data and market trends.
- **Enhanced Data Comprehension and Storytelling:** The course will equip professionals with the ability to demystify complex financial information and translate it into clear, engaging, and impactful narratives for a general audience.
- **Proficiency in Modern Digital and AI Tools:** Participants will learn to effectively leverage a range of digital, multimedia, and AI tools for research, content creation, and to amplify the reach and impact of their business stories.
- **Creation of Audience-Resonating Content:** The course will provide the skills to craft stories that are not only accurate and timely but also highly relevant and compelling to a wider audience, thereby increasing engagement.
- **Direct Application of Skills to the Workplace:** Through structured group and personalized coaching, participants will be able to immediately apply the course material to their daily professional tasks, leading to tangible improvements in their reporting.

Week 1

18 – 22 OCT

Beyond the Basics –at TFA

Day 1:

- Introduction and Economic Fundamentals
- Opening session
- Covering the global economy
- Guest speaker

Day 2:

- Financial Markets
- Foreign exchange (Forex) markets.
- Cryptocurrency markets.
- Financial crises.

Day 3:

- Covering corporate crises, specialized journalism in energy, climate, and sustainability, and connecting financial journalism elements using TFA tools.

Week 1

18 – 22 OCT

Beyond the Basics –at TFA

Day 4:

- Journalism Skills and Storytelling
- Guest Speaker

Day 5:

- Media Production and Digital Skills
- Public speaking best practices.
- Mobile journalism (Mojo).
- Video shooting and editing.
- Creating infographics for journalism.

Week 2

26 – 30 OCT

Site Visits In London

Field visits aim to give participants direct exposure to media work environments, learn best practices, and gain hands-on experience from leading media organizations in London.



Participants will have the opportunity to visit some of the world's leading media institutions in London, gaining insight into their work environment, content creation processes, influence strategies, and trust-building approaches, in addition to exploring best practices in media management and digital transformation.

Bloomberg

CNBC

ARAB NEWS

About the Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully-selected groups of peers, who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



An Optimal, Have-It-All Learning Environment

The Academy's facilities offer a unique learning environment, featuring high-quality training rooms equipped with cutting-edge technologies, spacious shared lounge areas, latest technology, dining facilities and a variety of other amenities. Prayer rooms for men and women are available as well.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



At the Heart of KAFD

Being situated at KAFD where most of the financial sector organizations are near, the Financial Academy's location is unique and strategic. Plus, the place is known for being a business and entertainment hub where many cafes and restaurants are located, making the learning experience more thrilling and enjoyable thanks to the exciting surroundings.



Connecting and Learning.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, the Financial Academy (FA) professional training programs and development activities have been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with gurus from around the world, and engaging in programs led by prominent local and international financial industry experts . It's a holistic experience that will enrich and develop your career - and your life.

ADMISSIONS

We admit candidates to specific sessions on a rolling space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

<https://fa.gov.sa/en?language=en>

FOR A PERSONALIZED CONSULTATION

The Financial Academy

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THE FINANCIAL ACADEMY