

صناعة مستقبل الإعلام المالي السعودي

Shaping The Future of Saudi Financial Media

#معاً نصنع الأثر
Together_we_make_impact





~~20,750~~
مدعوم بالكامل



18
Oct 2026



3:00 PM – 8:00 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

Target Audience

- | | |
|------------------------|---------------------|
| 1- Media Professional | 2- Journalists |
| 3- Financial Reporters | 4- 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.

DAY ONE	DAY TWO	DAY THREE	DAY FOUR	DAY FIVE
03:00 PM To 03:15 PM	03:00 PM To 04:15 PM	03:00 PM To 04:00 PM	03:00 PM To 04:00 PM	03:00 PM To 04:00 PM
Opening Address (TFA)	Module 1: Financial Markets	Module 1: Legal Frameworks for Economic Reporting	Module 1: Media Crisis Management	Module 1: Digital Journalism Fundamentals
03:15 PM To 04:45 PM	Break	Break	Break	Break
Module 1: Economics Essentials	04:30 PM To 05:15 PM	04:30 PM To 05:30 PM	04:30 PM To 05:30 PM	04:30 PM To 05:30 PM
Break	Guest speaker	Module 2: Legal Requirements & Data Compliance	Module 2: Data Visualization	Module 2: Digital Content Creation Strategies
05:00 PM To 05:30 PM	Break	Break	Break	Break
Guest speaker	05:30 PM To 06:35 PM	06:00 PM To 07:00 PM	06:00 PM To 07:00 PM	06:00 PM To 07:00 PM
Break	Module 2: Reading Government Reports	Module 3: Utilizing the Open Data Platform	Module 3: Conducting Interviews	Module 3: Content Creation & Development
06:10 PM To 08:00 PM	Break	Break	Break	Break
Module 2: Reading Government Reports	06:50 PM To 08:00 PM	07:10 PM To 08:00 PM	07:10 PM To 08:00 PM	07:10 PM To 08:00 PM
	Module 3: Reading & Analyzing Government Reports	Module 4: utilizing Saudi open data in media content.	Module 4: Crisis Communication Strategies	Guest speaker

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

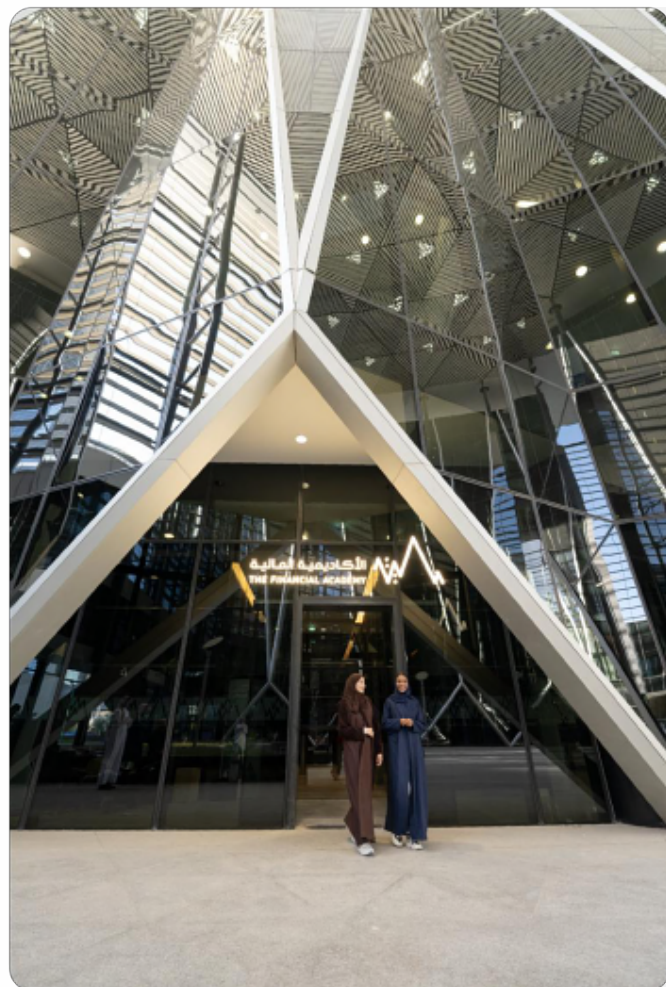
The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAJD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



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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الأكاديمية المالية
THE FINANCIAL ACADEMY