ARK can provide mentoring, coaching and facilitation services for media training through either in-house Arabic-speaking staff skilled in experiential learning methodologies for effective adult learning (including utilising a former FCO Arab media spokesperson); through its extensive network of Arabic-speaking subject matter experts (SMEs); and through its partner organisations. ARK also has in-house professional Arabic-English translators/interpreters in the event that Arabic-speaking experts are unavailable. Training services offered include:

Technical: Provided through ARK’s Syrian communications team.
- Filming/photography: camera handling, lighting, sound, interviewing, filming a story.
- Post-production: video and sound editing and software, voice-over, scriptwriting.
- Graphics and 2D and 3D animation design and software.
- Production and project management; creative thinking.

Journalism: Provided in-house.
- Citizen and investigative journalism; journalistic ethics; hostile environments training.

Strategic communications: Provided in-house (see 2.2.12) and through ARK’s SME network.
- Theory: behaviour, behavioural change, and how communications can influence it.
- Research and analysis: target audience identification, qualitative and quantitative techniques, media and media narrative analysis and monitoring.
- M&E: developing indicators using qualitative and quantitative data sources, designing and analysing surveys, key stakeholder interviews.

Security: ARK employs experts with experience in the fields of governmental and military IT security, critical considerations given the regime’s Electronic Army and the online activity of regional armed actors.
- IT: threat vectors; social engineering techniques; types and delivery methods of malware, preventative measures and action; perimeter defence techniques.
- Physical: journalistic/media safety.

Digital and social media: Provided through ARK’s SME network, including RPR and VEEZ, Inc., both of which specialise in various forms of digital and social media (see 2.2.12).
- Website design and management; search engine optimisation.
- Social media strategy for integrating multiple platforms; listening and analytics.
- Techniques for successful digital communication; blogging and building blog audiences.

Governmental / organisational press handling and PR: Provided in-house and through ARK’s SME network, including RPR.
- Image and brand management; advertising; PR strategy.
- Press releases and speeches; spokesperson training; handling journalists and interviews; building sound-bites; maintaining media interest.
- Political and military communications: developing strategic communications functions within political institutions; organisational structure and content.
- Segmenting audiences; analysing and countering competitive campaigns; SMART objectives.
- Engaging international / Western media.