Art of Story Telling
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Introduction

Storytelling is an ancient and valuable art that extends around the globe. Stories incite thought and bring out insights that could not have been understood or explained before. It's often overlooked in data driven operations as we believe it's an insignificant task. Right from the beginning, stories have always defined marketing. In fact, stories are regarded as one of the best marketing tools to develop desires, interests and associations with the stakeholders. But in the current scenario, most of the advertising campaigns show only narratives and make unrealistic promises to their customers about their brands. Many of the companies (private/public) on their websites carefully write about their history in an artificial manner. The focus of such content is more on the narrative rather than on storytelling. This results in lack of emotional connection with the brand. Several firms have now started to realize the importance of storytelling and the first step towards analyzing anything is storyboarding it. Good stories are passed on for generations and have no cultural restrictions. Stories are an essential component of our lives. Hence, storytelling be it corporate or brand is huge and valuable. Many companies have recognized that storytelling can do wonders for their bottom line and hence are focusing on "telling a story"!

Programme Objectives

- To empower participants in the art and science of communication: using storytelling.
- To sensitize the audience about the global trends in storytelling.
- To help the participants understand the different elements of storytelling.
- To facilitate the participants a platform for the designing of a storyboard for their parent organization.
- To develop an effective and efficient story using technology: Hands on Workshop.

Programme Outline

- Origin of Storytelling: "Success Stories".
- Synergizing Storytelling with Branding & Corporate Identity.
- Elements of Storytelling.
- Steps in developing and writing a script.
- Creating a Storyboard.
- Delivering Stories: Hands on Workshop.
- Knitting the elements of story: Using Technology.

Target Audience

This MDP is intended for professionals working in public sector enterprise, corporate sector, CSR professionals, impact evaluators, educational institutions and startup founders who want their stakeholders to emotionally connect with their brands for a sustainable and mutual trustworthy association.