DIGITAL STORYTELLING STRATEGY

Presented by Columbia University School of the Arts
and Columbia Business School Executive Education

The Norwood Club, 241 West 14 Street, New York, NY 10011
Thursday, October 15, 2015

AGENDA

8:30-9:15  Registration and Breakfast

9:15-9:25  Introduction
Alicia Stevens
Director of Global Programs, Columbia University School of the Arts

9:25-9:40  Why Stories, Why Now?
Frank Rose

9:40-10:00  Understanding Media Platforms
Example: The Walking Dead
Frank Rose and Paul Woolmington

10:00-10:45  Exercise 1: Mapping Immersion and Engagement
Mastering Asset Deployment
Frank Rose and Paul Woolmington

10:45-11:00  Break

11:00-11:30  Case Study: VICE News
Guest Speaker: Sterling Proffer, Head of Digital, VICE Media

11:30-12:00  Brand Purpose/Brand Voice/Brand Story
Example: Virgin Group
Paul Woolmington

12:00-12:30  Exercise 2: Brand Impersonation—What Would Brand X Do?
Part 1—Team Sessions
Frank Rose and Paul Woolmington

12:30-1:30  Lunch
Housed in the 1847 Andrew Norwood mansion, Norwood is a private club that draws its membership from the international creative arts community.

1:30-1:50  Exercise 2: Brand Impersonation—What Would Brand X Do?  
Part 2—Results  
Frank Rose and Paul Woolmington

1:50-2:30  Building Brand Story Worlds  
Example: Burberry  
Frank Rose and Paul Woolmington

2:30-3:15  Case Study: Absolut Vodka  
Guest Speaker: Afdhel Aziz, Brand Director, Absolut Labs

3:15-3:30  Break

3:30-4:30  Exercise 3: What Should Absolut Do?  
Part 1—Team Sessions  
Frank Rose and Paul Woolmington

4:30-5:00  Exercise 3: What Should Absolut Do?  
Part 2—Team Presentations  
Frank Rose and Paul Woolmington

5:00-5:45  Conclusion: Lessons Learned  
Frank Rose and Paul Woolmington