

| <p>DAY 1 NARRATIVE THINKING</p> | <p>DAY 2 STORIES IN THE DIGITAL WORLD</p> | <p>DAY 3 DEVELOPING A STORYTELLING ORGANIZATION</p> |
|---|--|---|
| <p>10:00 Welcome and Introduction</p> <p>10:15 Narrative Thinking Why do we tell stories? Why did scientists ignore them?</p> <p>10:45 The Science of Story What do neuroscience and cognitive psychology tell us about how stories are processed in the brain?</p> <p>11:30 Tutorial: Using Miro</p> <p>11:45 Break</p> <p>12:15 The 9 Key Elements of Story: Author, Audience . . .</p> <p>12:30 Author: Who Are You? Case studies: Warby Parker, Harry's.</p> <p>1:15 Audience: Who Are They? <i>Guest speaker: Karin Timpone, former global marketing officer, Marriott International, on using data to understand and grow your audience.</i></p> <p>2:15 Journey: Learning from Madison Avenue The narrative arc at work. Case studies: Budweiser, "Born the Hard Way"; Johnnie Walker, "Dear Brother"; Memorial Sloan Kettering Patient Stories; Pepsi, "Jump."</p> <p>3:15-3:30 Review and Discussion</p> | <p>10:00 Journey: Attention and Formats <i>Guest speaker: Matt Locke, founder of the UK consultancy Storythings, former head of innovation at BBC New Media.</i></p> <p>11:00 Voice Speaking consistently and appropriately. Case studies: Virgin Group, British Army.</p> <p>11:45 Break</p> <p>12:15 What Stories Can't Do When reality bites. Case studies: Budweiser, Burberry.</p> <p>1:15 Data-Driven Narratives How do you tell a story with numbers? How do you square emotion with statistics? What can we learn from Baby Jessica?</p> <p>2:15 Addressing Your Story Issues Why are you here? Participants discuss their own story issues, then form teams for the Day 3 exercise.</p> <p>3:15-3:30 Review and Discussion</p> | <p>10:00 World: Learning from Hollywood From telling stories to building story worlds. Case studies: Disneyland, Harry Potter, Lost, The Hunger Games.</p> <p>10:45 Understanding Narrative Platforms Using story worlds to build platforms. Explaining the Strategic Storytelling model.</p> <p>11:30 Discussion: From Platform to Immersion</p> <p>11: 45 Break</p> <p>12:15 Envisioning Time-Zero Events How storytelling can sharpen your thinking in uncertain times. <i>Led by Rita McGrath, Columbia Business School professor and author of Seeing Around Corners.</i></p> <p>1:15 Team Exercise: Transforming Your Organization into a Media Company Part 1: Developing your story idea.</p> <p>Part 2: Crafting the story, creating the story world, building the platform.</p> <p>Part 3: Presenting your story concepts to the class.</p> <p>3:00-3:30 Final Review and Discussion</p> |