Who will benefit most from this seminar?

1. Marketing, Sales and PR Professionals
2. Digital and Social Media Specialists
3. Entrepreneurs, Business Owners and Leaders
4. Educators, Learning and Department heads, Managers, Supervisors
5. HR Specialists
6. Training Management
7. Anyone who is interested in the use of storytelling in organisations

Branding through Storytelling in a Digital Age

Branding matters. Studies estimate that a person is exposed to 5000 or more ad messages a day. In an age of information overload and where the lines between the digital and the real world are blurred, what differentiates one brand from another are the stories told around that brand.

Whether you are the CEO of a large or small corporation, a not-for-profit organisation or an individual in the marketplace, you can learn to “sell without selling”. Tell a human story that will help you build your brand and give you a voice amidst both the intrusive and the subtle message clutter.

In this hands-on workshop, you will be challenged to be a better storyteller and tell a better story. Unlock the art and science of telling personal and corporate brand stories by creating a digital story (video). Wield the potency of storytelling to win the hearts of your stakeholders, potential and loyal clients.

(13 & 16 Nov 2015 | Concorde Hotel, Singapore | 9:00am – 5:00pm)

Expert Facilitator: **Angeline Koh**

Angeline Koh is the founder and principal storytelling coach of Tyros Pte Ltd (formerly Digital Storytelling Asia). Passionate about Storytelling, Angeline was the first Asian invited to give the keynote address at the premier annual International Festival of Digital Storytelling (DS) 2011 organised by the Arts Centre, Aberystwyth University and supported by the Arts Council of Wales, National Assembly of Wales and the BBC.
**Key Takeaways**

Our goal is to assist you in designing and producing a short digital story by crafting first-person narratives, collect images, video, and music with which to illustrate your stories with facilitator support and guide. In this workshop, you will learn powerful tools to captivate and engage your audiences across multiple platforms.

1. Gain insights on how the digital and the real world converge and how you can ride on it
2. Understand your audience (stakeholders, potential and loyal clients)
3. Deepen your convictions on why stories matter
4. Identify your unique brand story - who you are and what you are about
5. Learn seven how-to’s of storytelling by creating a digital story (video)
6. A digital story that you can use on your social media or during your presentations

**Program Outline**

Multi-sensory methodologies include lecture, hands-on exercises, multimedia showcase, group discussions, quizzes, presentations and feedback.

1. Stakeholders – Understand your audience
2. Surroundings – Gain insight on how the digital and the real world converge
3. Self – Identify your unique brand story – who you are and what you are about
4. Story Craft and Production – what make a great digital story including:
   i. Learn to write a script, visualise and storyboard your narrative
   ii. Learn to communicate to your stakeholders through appropriate images, music voice, text, and sound in the production of your story
   iii. Learn how to narrate and record your voice-over using appropriate stress, rhythm, pauses, tone and silence, to present your story
5. Story Circle – Learning from fellow storytellers - group discussion, sharing and feedback
6. Software – Learn two free audio and video editing software
7. Showcase – Celebrating your stories

**Testimonials**

I’ve been making full length films and documentaries for many years. We use professional equipment and a big team of people. The technical aspects of filmmaking is not new to me but what I really surprised me was how a short video using most basic tools can tell as story so powerfully that it can move hearts. Storytelling and filmmaking in the hands of everyone.

- Nay Win Tun, Video Editor

The great brands in the world today have great stories behind them. Through the digital storytelling workshop, Angeline Koh was able to help us draw out what we really stand for to energise our brands.

- Christopher Tan, Consultant

This workshop opened my mind that storytelling is powerful and I think I can make a good and powerful one someday. I am very touched when Angeline Koh played her video of Mr. Lee Kuan Yew. I found more ways to motivate people and story- telling is one of them.

- Mario Samantha, Multimedia and Video Producer

Digital Storytelling workshop has great potential for team bonding in small groups.

- Delia Foo, Curriculum Developer, Educator

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PROFESSIONAL CERTIFICATION IN DIGITAL STORYTELLING

Date: 13 & 16 Nov 2015 (Fri & Mon)
Venue: 100 Orchard Road, Concorde Hotel Singapore
Time: 9.00 am to 5.00 pm

Contact Us:

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• A place will be reserved for you upon receipt of registration.
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