

TAKING
COOPERATION
FORWARD

 Project Implementation Training
Vienna | 20-21 June 2017

 **Storytelling Basics for EU Funded Projects**

 Interreg CENTRAL EUROPE | Joint Secretariat

What is
storytelling

Why and when to
tell stories

What makes a
good story

Visual
storytelling

Conclusions

Exercises



Wikipedia definition

Storytelling is the social and cultural **activity of sharing stories**, often with improvisation, theatrics, or embellishment.

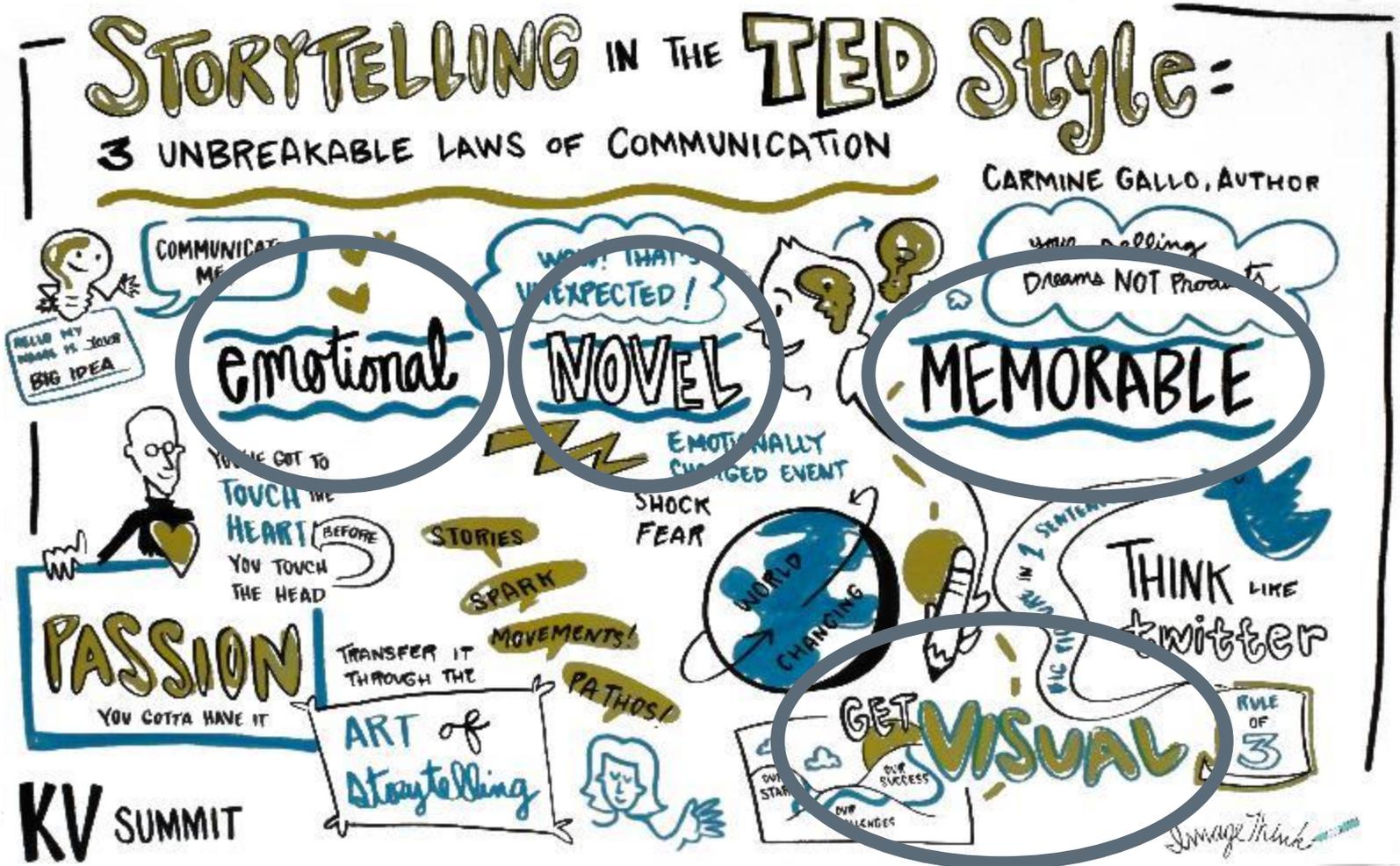
Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values.

Crucial elements of stories and storytelling include **plot, characters and narrative point of view**.

Stories are **illustrative, easily memorable** and allow any firm to create stronger **emotional bonds** with the audience.



WHAT MAKES A GOOD STORY



WHAT IS STORYTELLING



Reminder of main storytelling criteria in Wikipedia definition:

- It is an activity of sharing stories
- It includes plot, characters and narrative point of view
- It is illustrative and easily memorable
- It creates strong emotional bonds



What is
storytelling

Why and when to
tell stories

What makes a
good story

Visual
storytelling

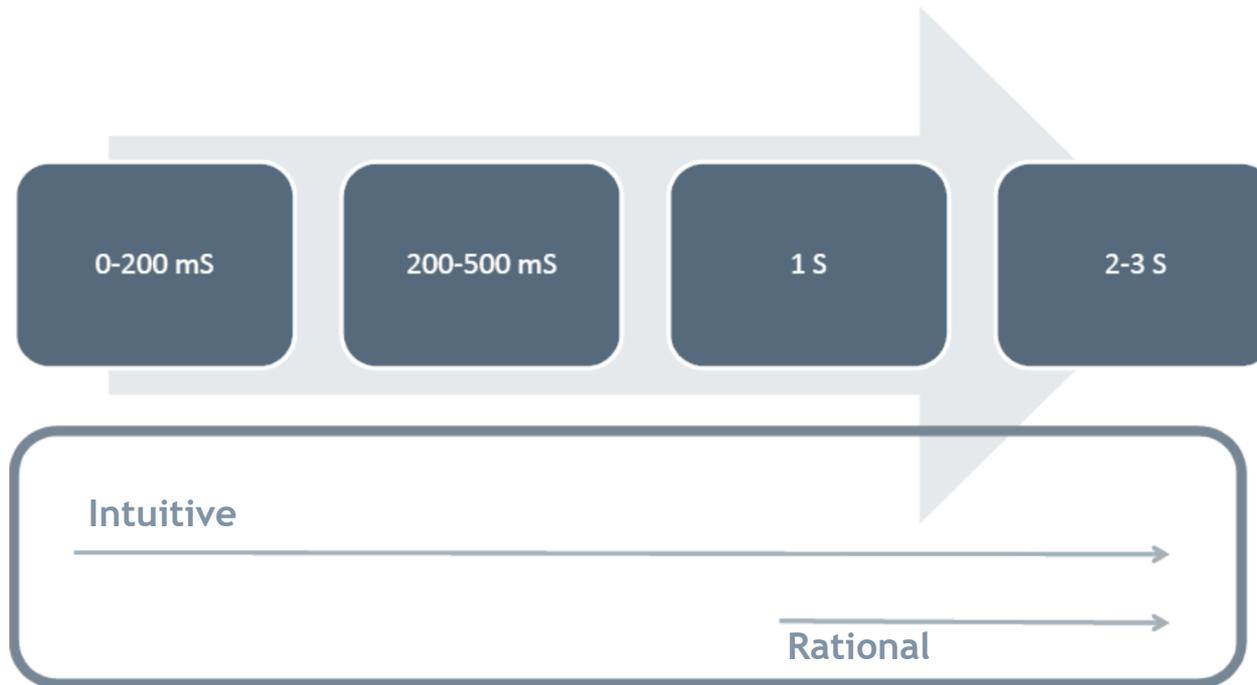
Conclusions

Exercises



WHY TELL STORIES

How we take decisions



Storytelling will help you to...

...connect with people
and influence spontaneous
attitudes and actions
towards your cause.

Storytelling opens doors.



Storytelling is a **technique** suitable for all your communication activities:

- Website and social media
- Public events
- Social media
- Traditional media
- Personal meetings
- ...



What is
storytelling

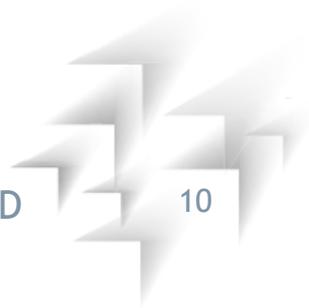
Why and when to
tell stories

What makes a
good story

Visual
storytelling

Conclusions

Exercises



WHAT MAKES A GOOD STORY

1) Know your goal. Define your message.



WHAT MAKES A GOOD STORY

2) Know your audience. Adapt your story.



*"But is showing you this toy and telling about it the whole story?
Let's take a look at its sales record, as illustrated by this chart,
which compares it with other toys in its price class."*



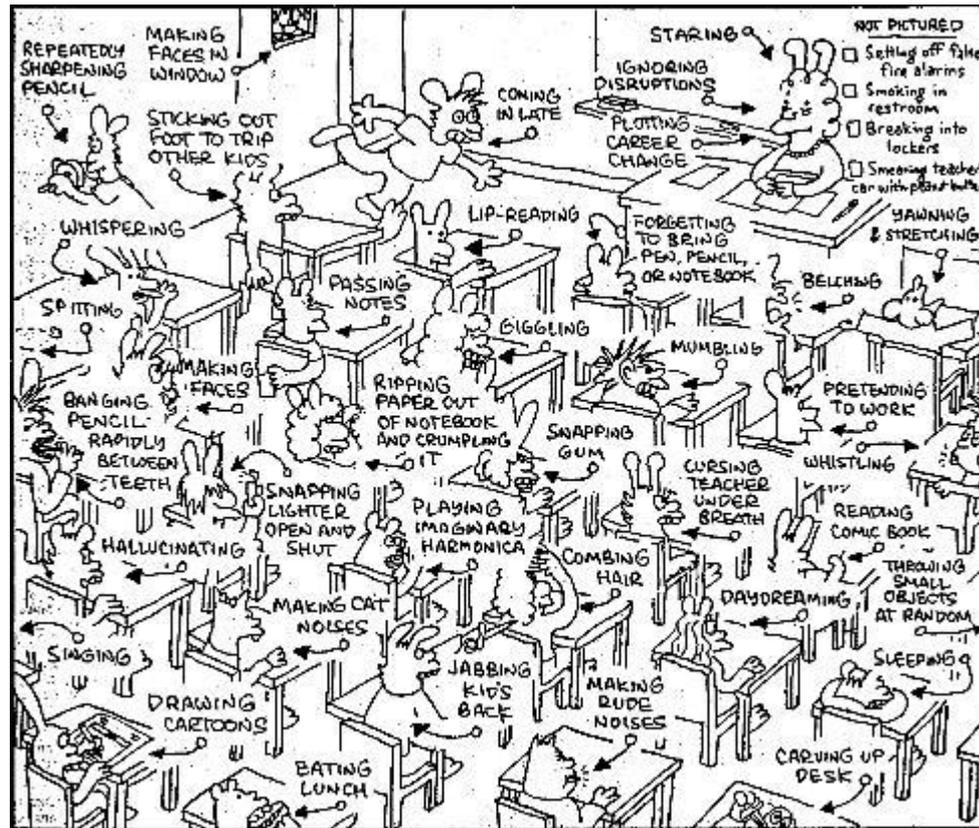
3) Develop a plot. And characters.



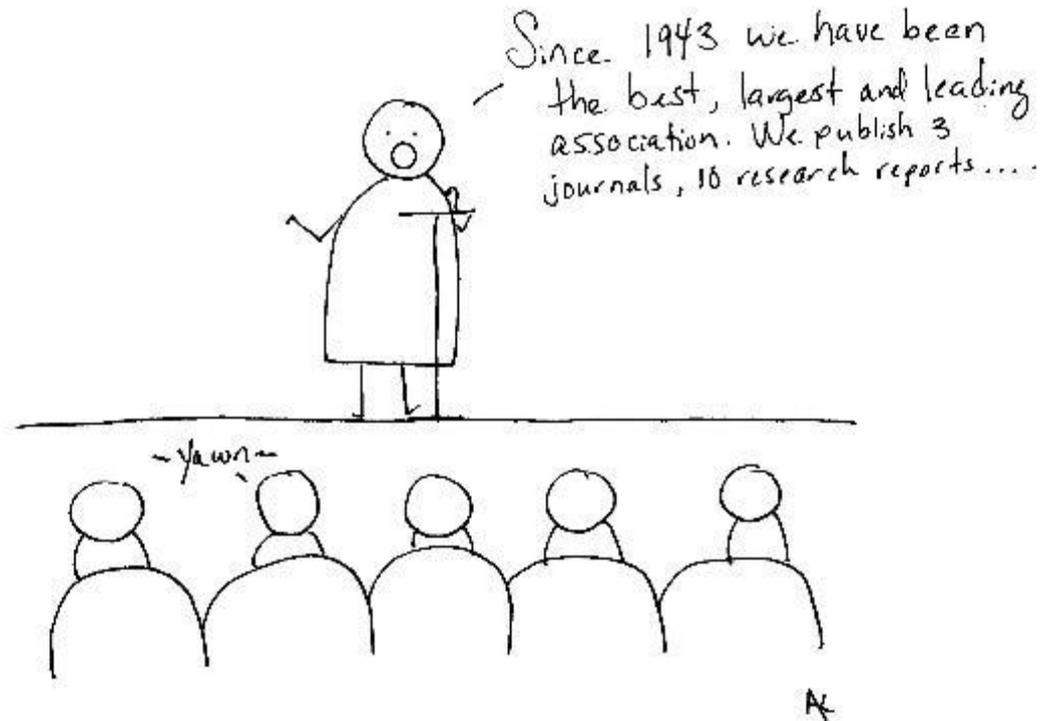
"You can stop reading now. This story lacks depth."

WHAT MAKES A GOOD STORY

4) Pick relevant details rather than telling it all



5) Avoid chronology. It is rarely interesting to others.



WHAT MAKES A GOOD STORY

6) Be personal. Create emotion and excitement.



" There I was - - - trapped - - - with No lawyers - - - "



7) Be genuine and tell the truth.



© marketoonist.com



What is
storytelling

Why and when to
tell stories

What makes a
good story

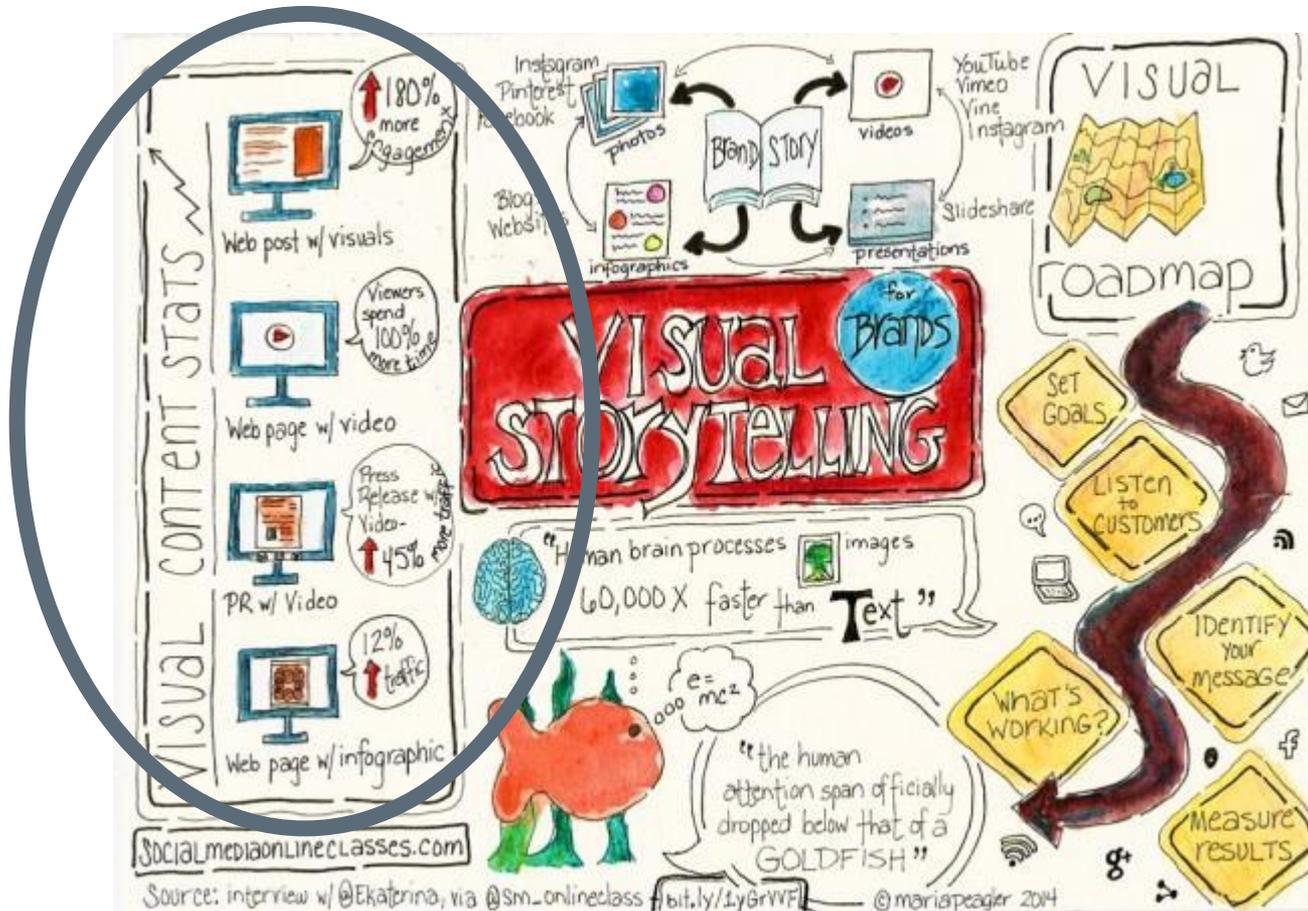
Visual
storytelling

Conclusions

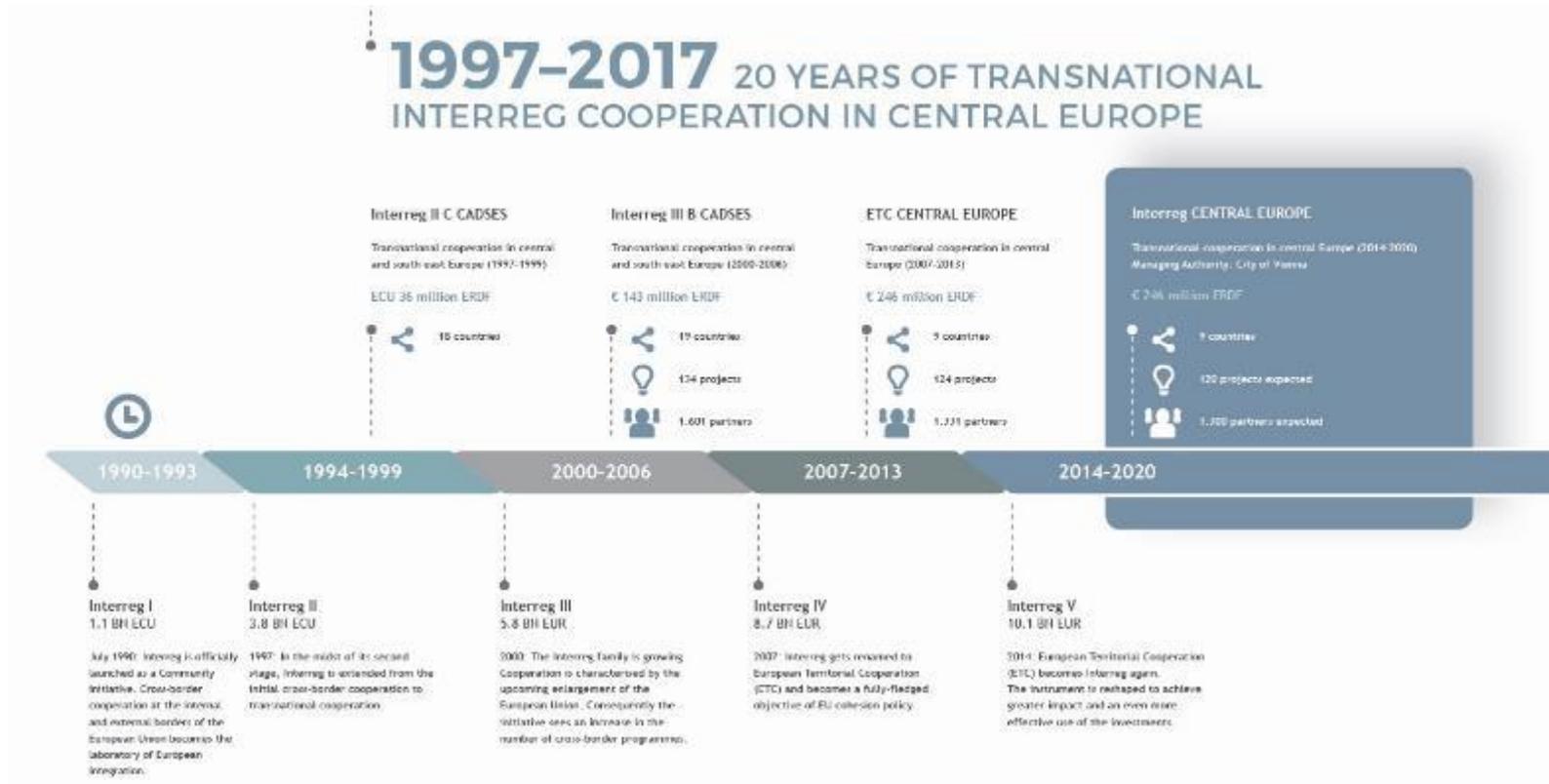
Exercises



Visual storytelling for digital channels.



Infographics are visual data stories.



Stories that move. 6 tips to get video stories right.

- Start: Catch people's attention with attractive pictures.
- Silent: Lots of people watch videos on mute these days.
- Short: Video should last no more than two minutes. A few seconds at best.
- Story: Even in the shortest video, plot, character and point of view are key.
- Style: A visual identity allows people to recognise your brand.
- Shareable: Dependent on the 5 previous points and the message.



Moving stories. Some get it right. Some not.



Diving and saving lives with DiveSMART Baltic project

oosber /2 147 views

+ Add to Share ... More 1 0

Published on Nov 17, 2016
During an accident at sea the initial search and rescue hours are vital - minutes saved are lives saved - especially in an underwater environment.



Österreichisches Bundesheer Werbung

WerbeBüro Austria 19 views

+ Add to Share ... More 1 0



What is
storytelling

Why and when to
tell stories

What makes a
good story

Visual
storytelling

Conclusions

Exercises



Three take away messages:

- **Storytelling opens doors**. It helps people to emotionally relate to what you do or what you want to achieve.
- **Storytelling is non-fictional**. It has to be genuine and needs to be backed up by data and more technical information.
- **Storytelling is a technique**. It is suitable for all your communication activities, no matter if online or offline.

