Interrreg CENTRAL EUROPE
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TAKING
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FORWARD

Interrreg Danube Transnational Programme | Communication Training
Budapest| 26 January 2017

Storytelling Basics for EU Funded Projects

Interreg CENTRAL EUROPE | Joint Secretariat | Frank Schneider

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Introduction

What is storytelling

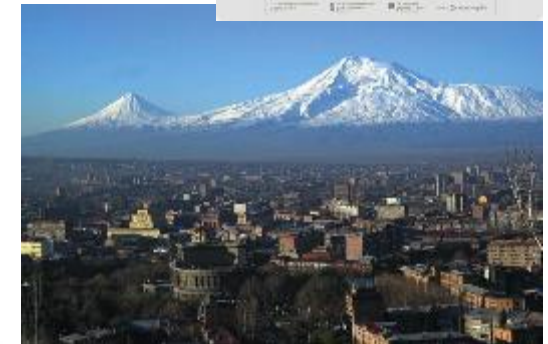Why tell stories

What makes a good story

Digital storytelling

Conclusions

Exercises

Speaker: Journalist and communication manager

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Introduction

What is storytelling

Why and when to tell stories

What makes a good story

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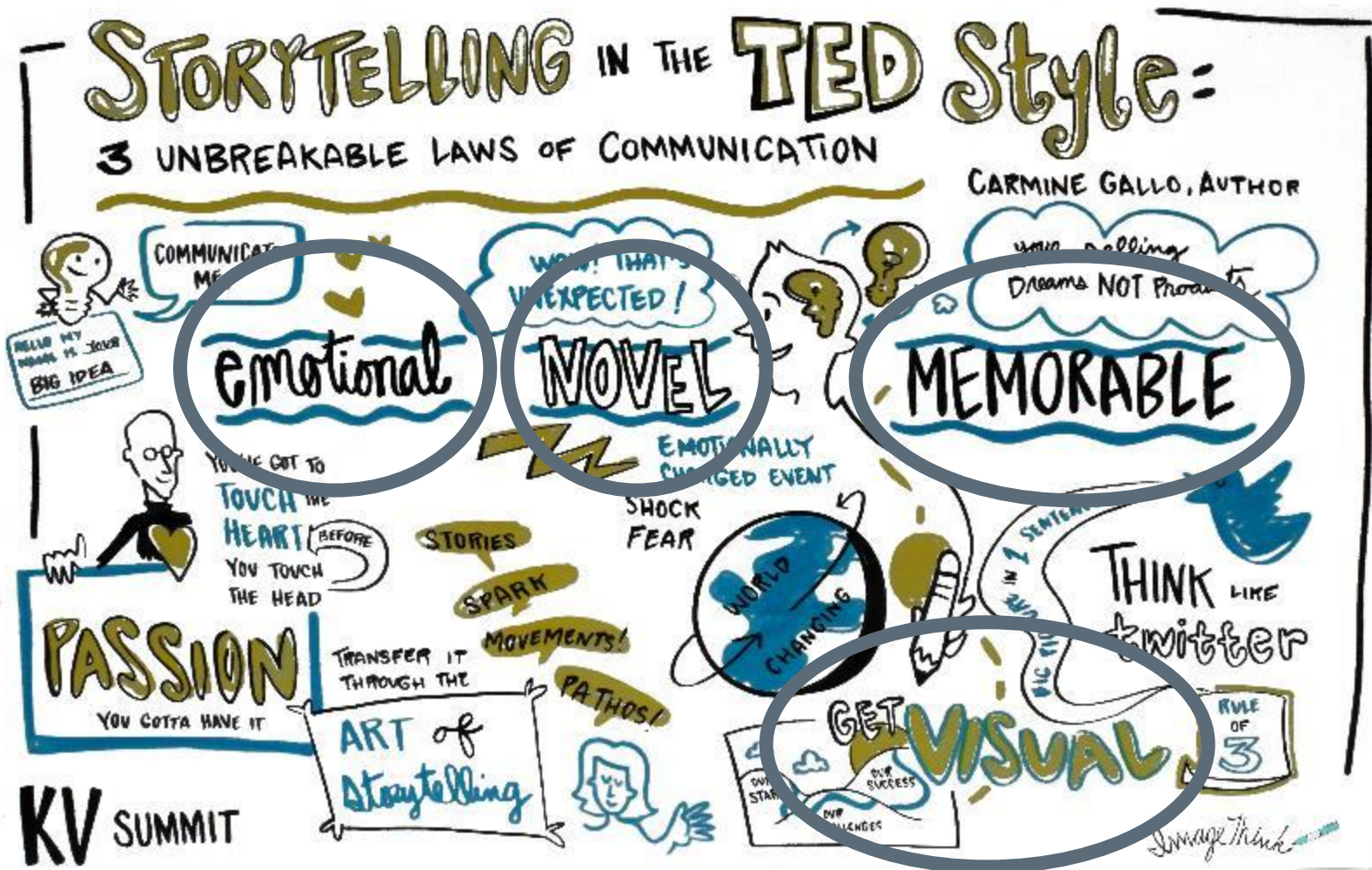
Crucial elements of stories and storytelling include plot, characters and narrative point of view.

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

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

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Introduction

What is storytelling

Why and when to tell stories

What makes a good story

Digital storytelling

Conclusions

Exercises

Intuitive decision taking

Stories trigger emotions and prompt fast, intuitive decisions.
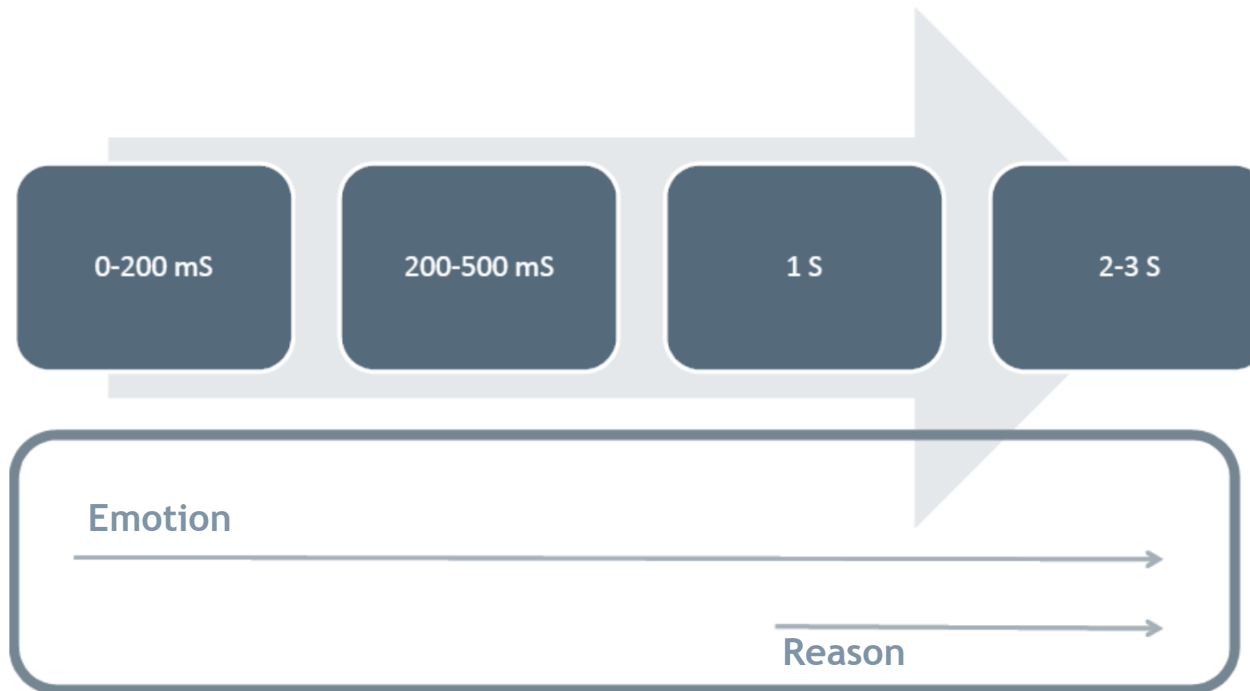
Rational decision taking

Information and data lead to slow but thought-through decisions.

"**Of course we'll make a decision ...**
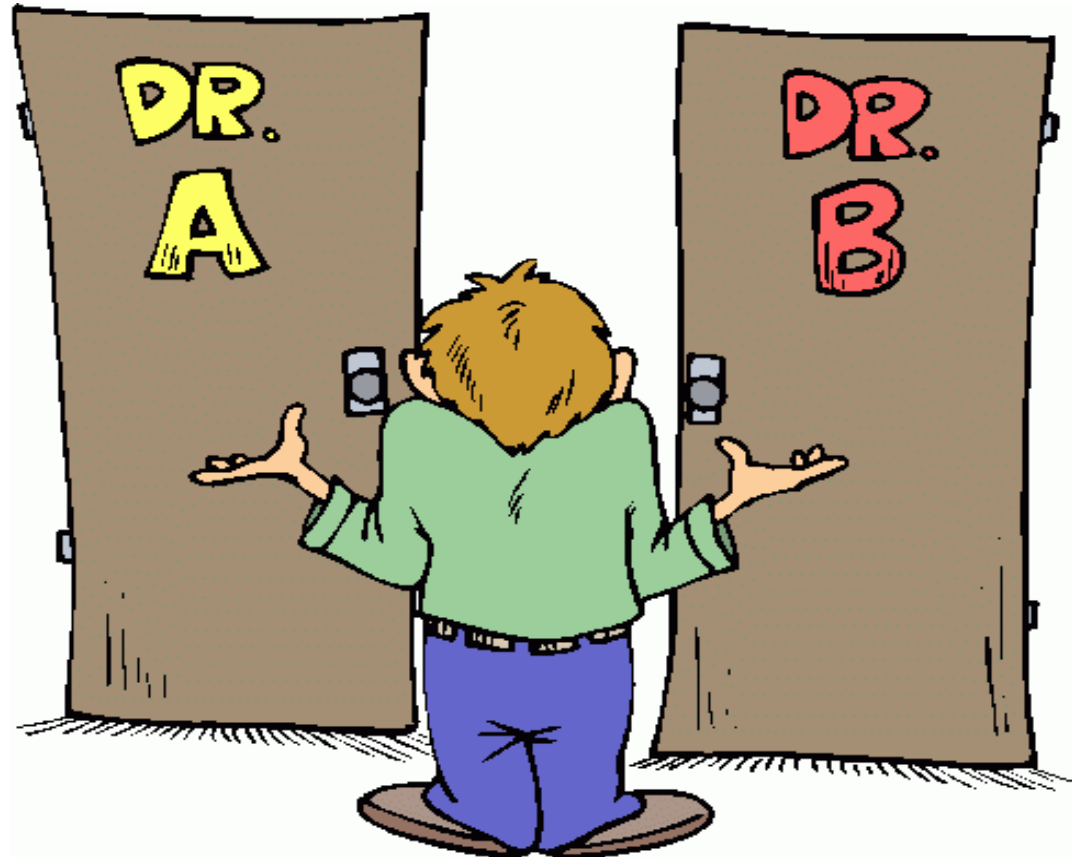once we have considered the 5243 factors."

How we take decisions

Storytelling will help you to...

Storytelling is a technique
suitable for all your communication activities:

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

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Introduction

What is storytelling

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What makes a good story

Digital storytelling

Conclusions

Exercises

1) Know your goal.

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) Have a plot. And characters.
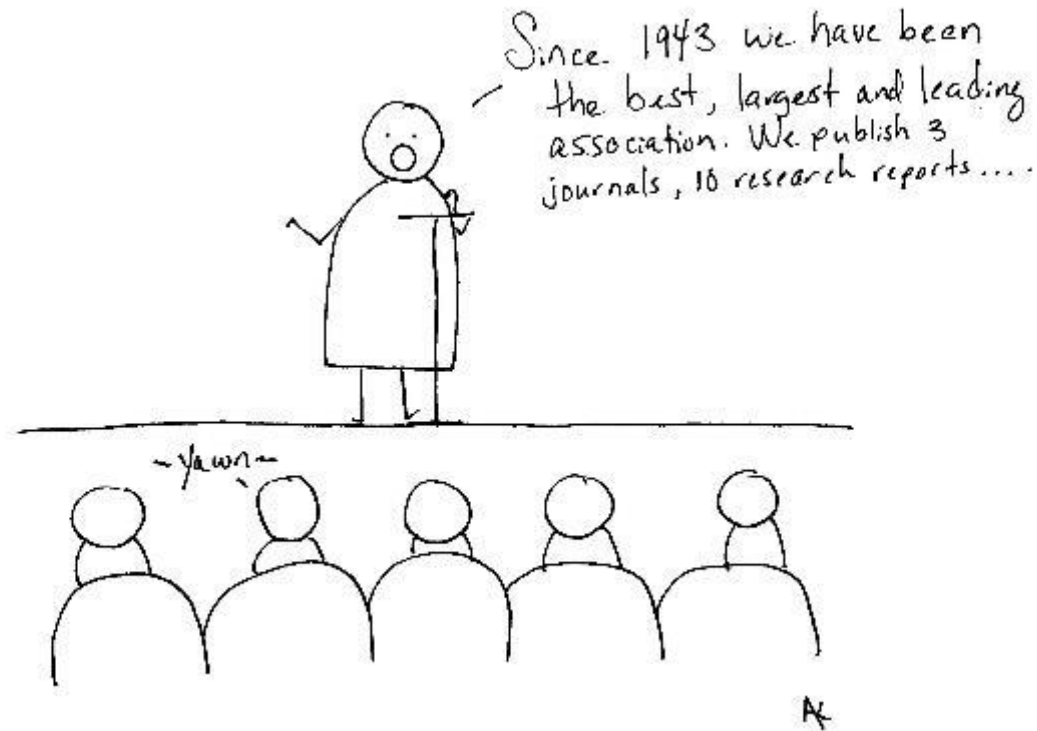

"You can stop reading now. This story lacks depth."

4) Be concise. Pick relevant details.

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

6) Be personal. Create emotion and excitement.

7) Be genuine and tell the truth.

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Introduction

What is storytelling

Why and when to tell stories

What makes a good story
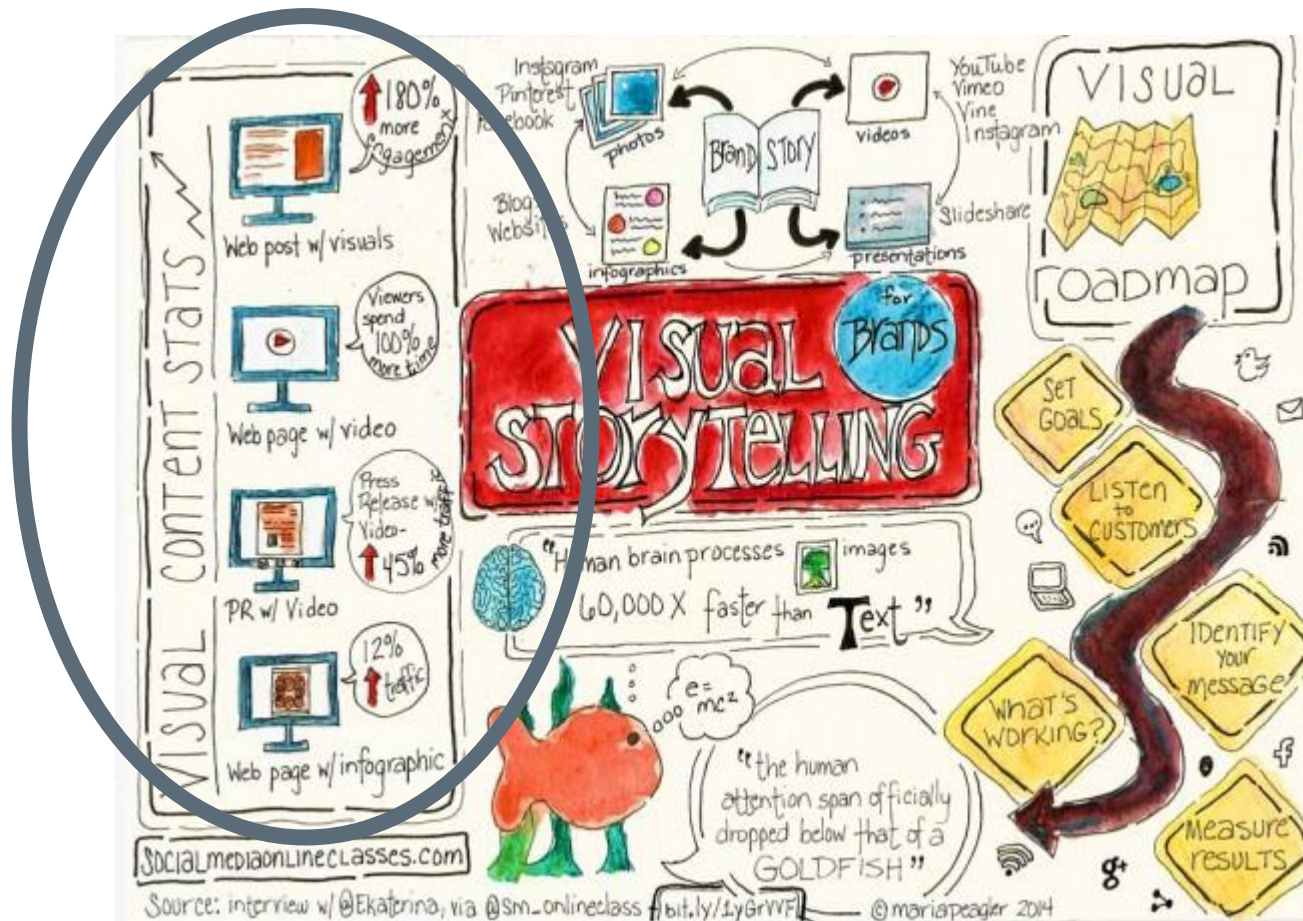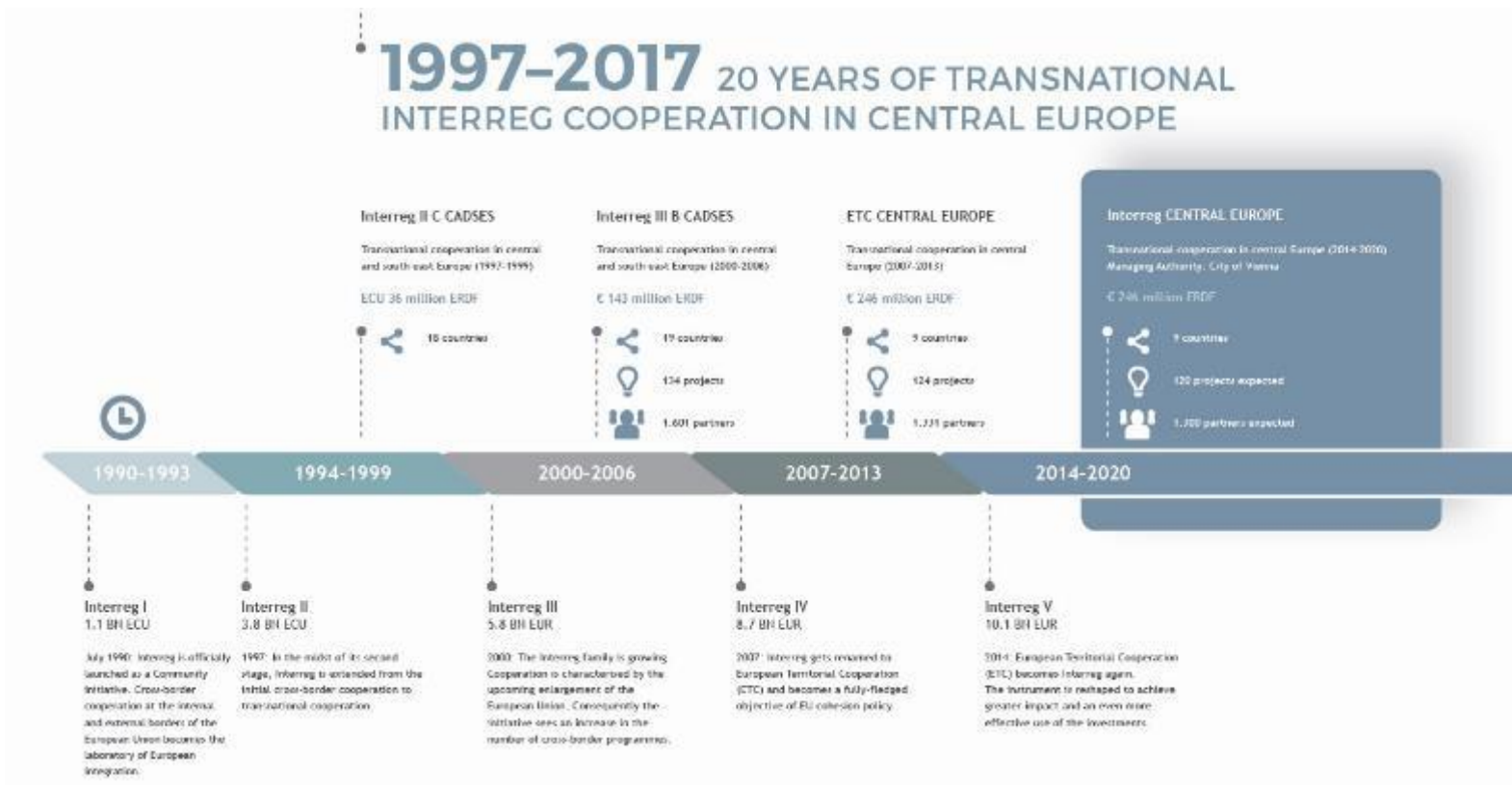
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Conclusions

Exercises

Digital storytelling is visual storytelling.

Infographics are visual data stories.

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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.

DIGITAL STORYTELLING

Moving stories. Some get it right. Some not.

Accidents in sea happen
Dive Smart Baltic is a project for preparing and training divers around the Baltic.

DIVE SMART BALTIC

We are here today to create emergency preparedness around the Baltic Sea

0:07 / 1:31

Diving and saving lives with DiveSMART Baltic project

eusbsr
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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.

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Introduction

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Digital storytelling

Conclusions

Exercises

CONCLUSIONS

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.

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Introduction

What is storytelling

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What makes a good story

Digital storytelling

Conclusions

Exercises

EXERCISES

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