

Storytelling: creating captivating stories



COM-34 2 Days (14 Hours)

Description

During this two-day training you will learn how to write and bring to life successful storytelling, varying the narrative typologies.

Who is this training for ?

For whom

Anyone who uses storytelling techniques. Communications manager, journalist, community manager...

Prerequisites

None.

Training objectives

- Master the art of designing and telling a story in writing and orally, in order to serve your objectives.
- Acquire the essential techniques of impactful storytelling.
- Use emotions skillfully to fully captivate your audience.

Training program

Identifier les différentes applications du storytelling

- Identify the narrative potential in your company or organization.
- The fields of application of storytelling.
- Case study: storytelling that has made history .

Acquérir les compétences et les techniques du storytelling.

- Give meaning, create emotion, increase your capacity for imagination.
- Integrate the rules of narration: the narrative schema.
- Structure your story by working in particular on the introduction and the fall.

Etapes du storytelling

- The story.
- The story.
- The setting.

Appliquer le storytelling dans les communications écrites et orales

- To tell your story and differentiate yourself.
- To support change.
- To promote a brand, an event, etc..