

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.

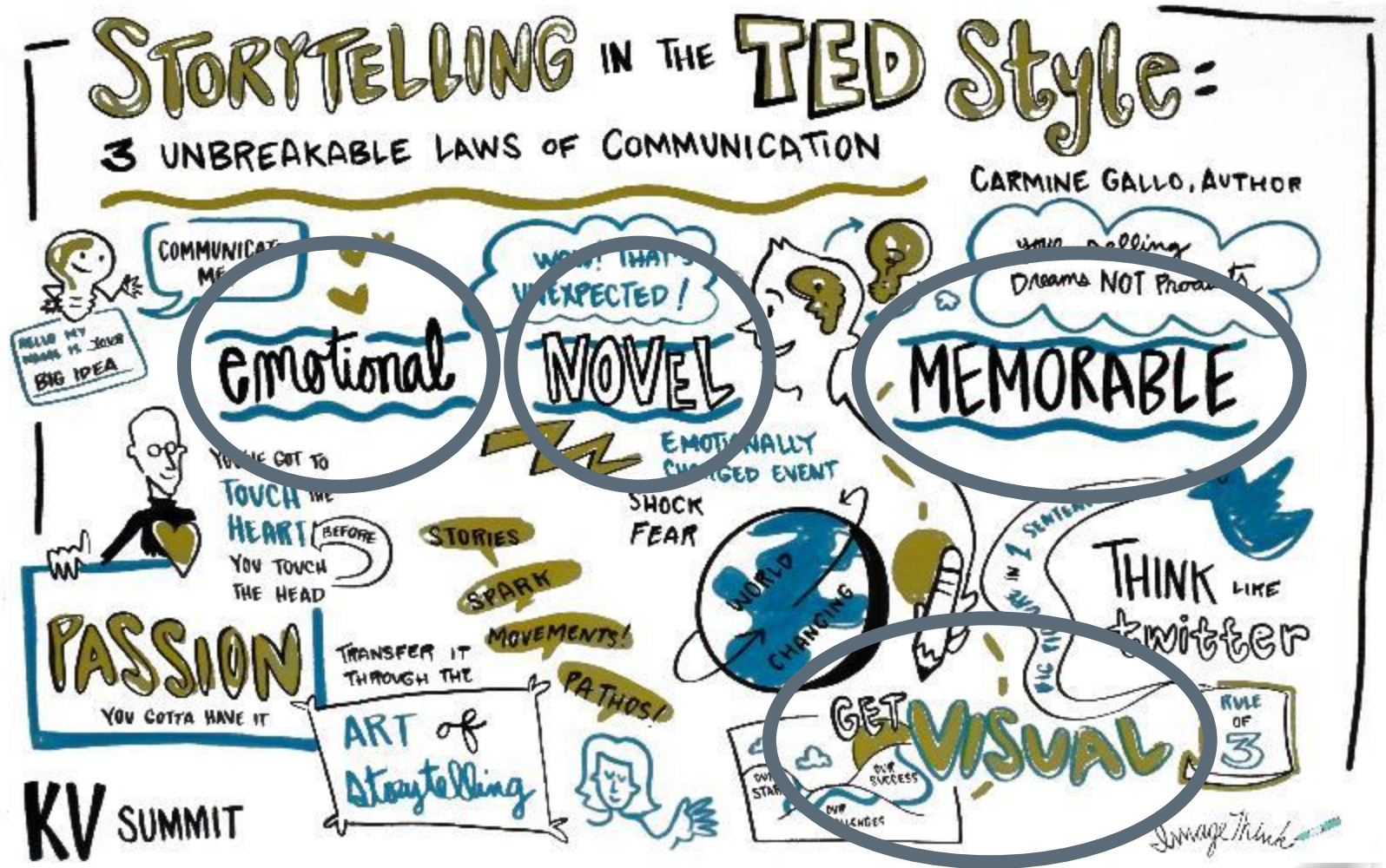
Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values.

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

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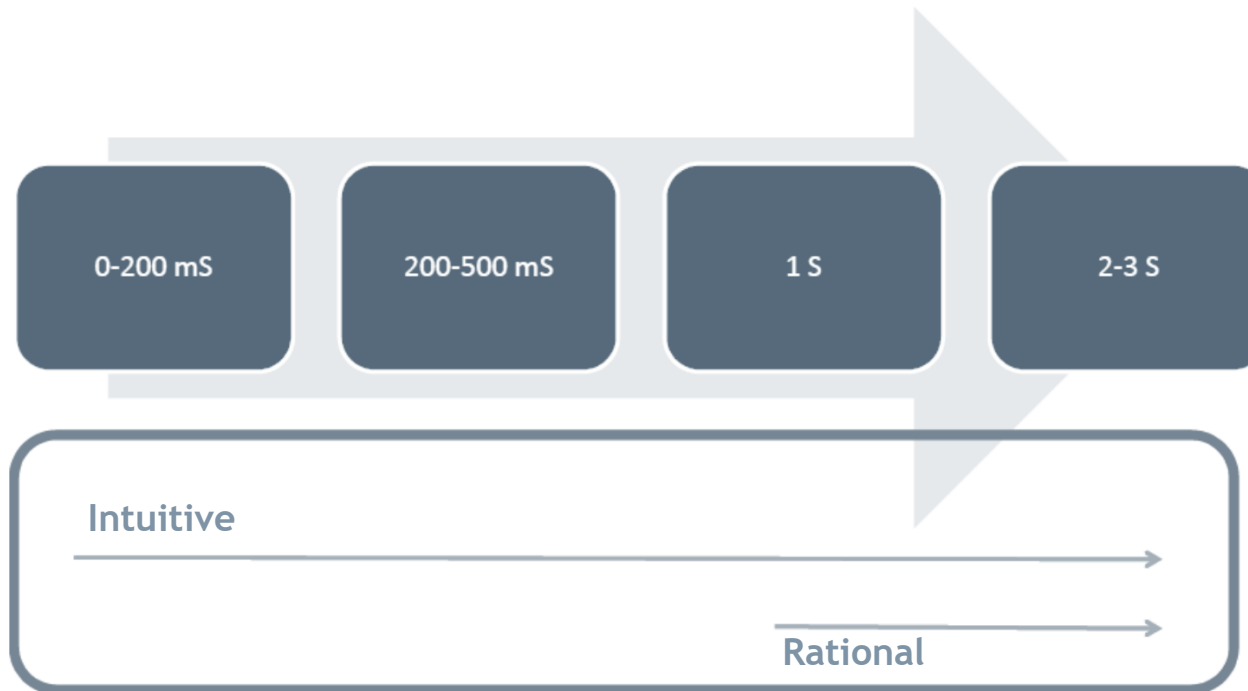
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## How we take decisions



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
- ...



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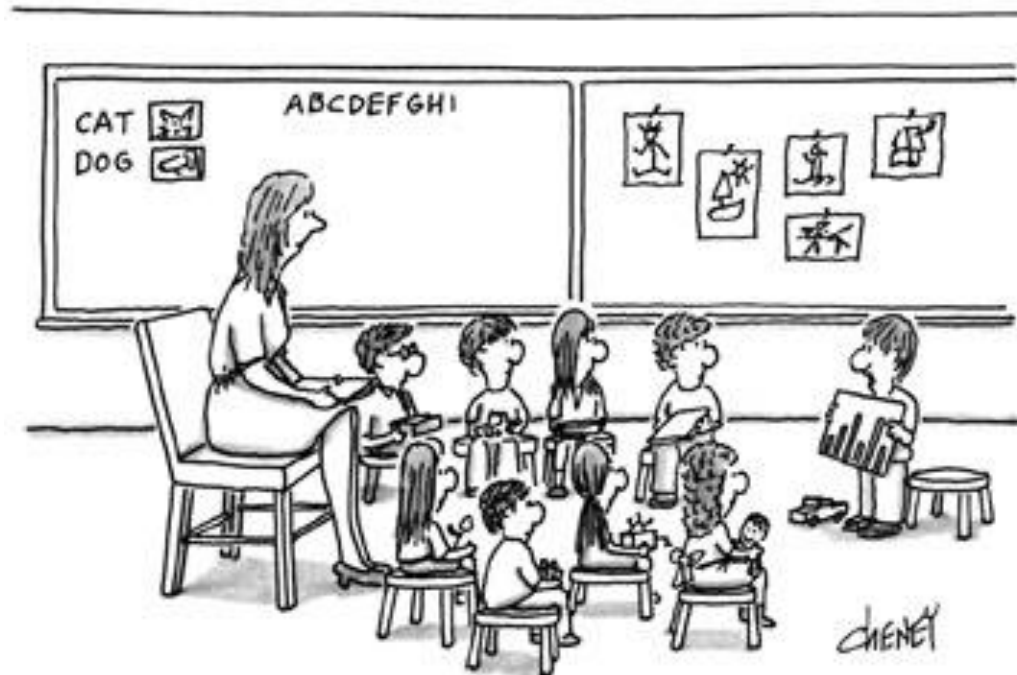
# WHAT MAKES A GOOD STORY

## 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."*

# WHAT MAKES A GOOD STORY

## 3) Develop a plot. And characters.

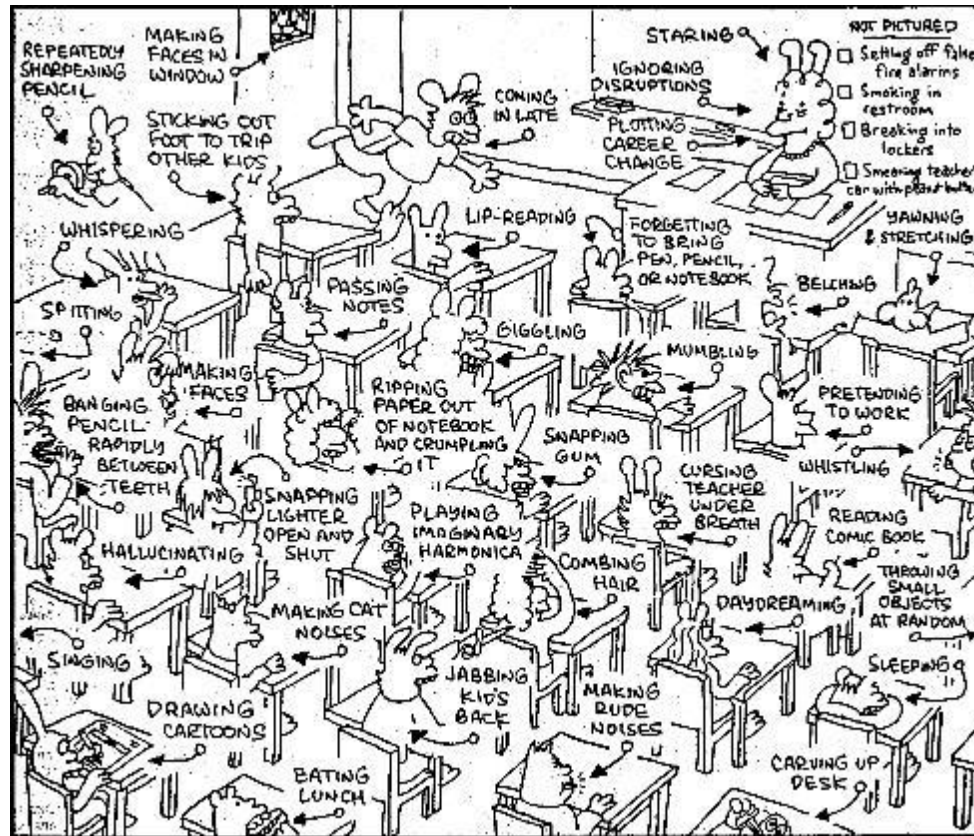


"You can stop reading now. This story lacks depth."

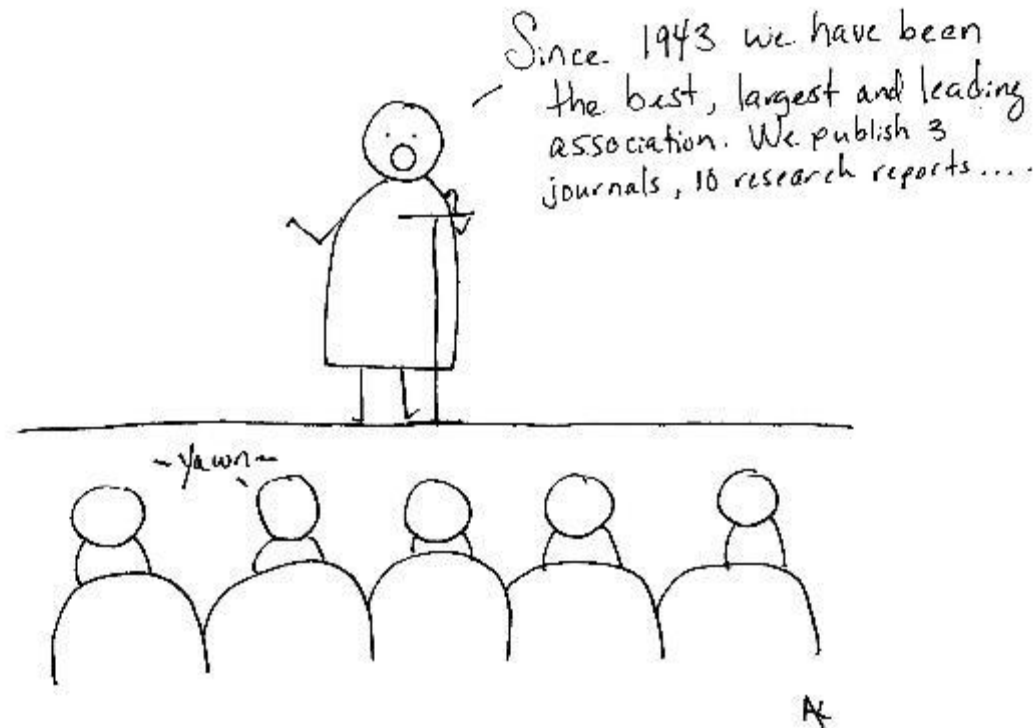


# WHAT MAKES A GOOD STORY

## 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 - - - "

# WHAT MAKES A GOOD STORY

## 7) Be genuine and tell the truth.



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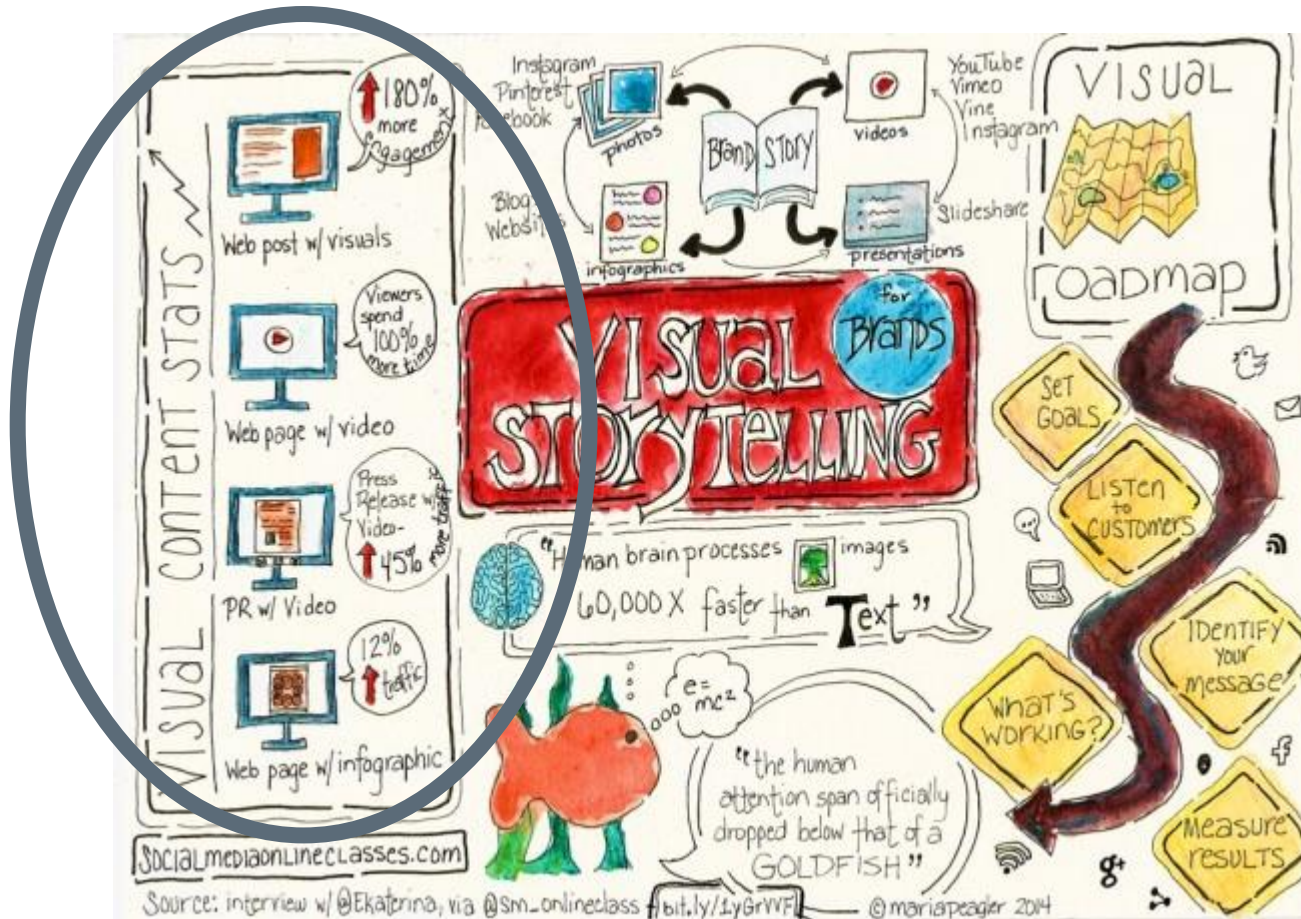
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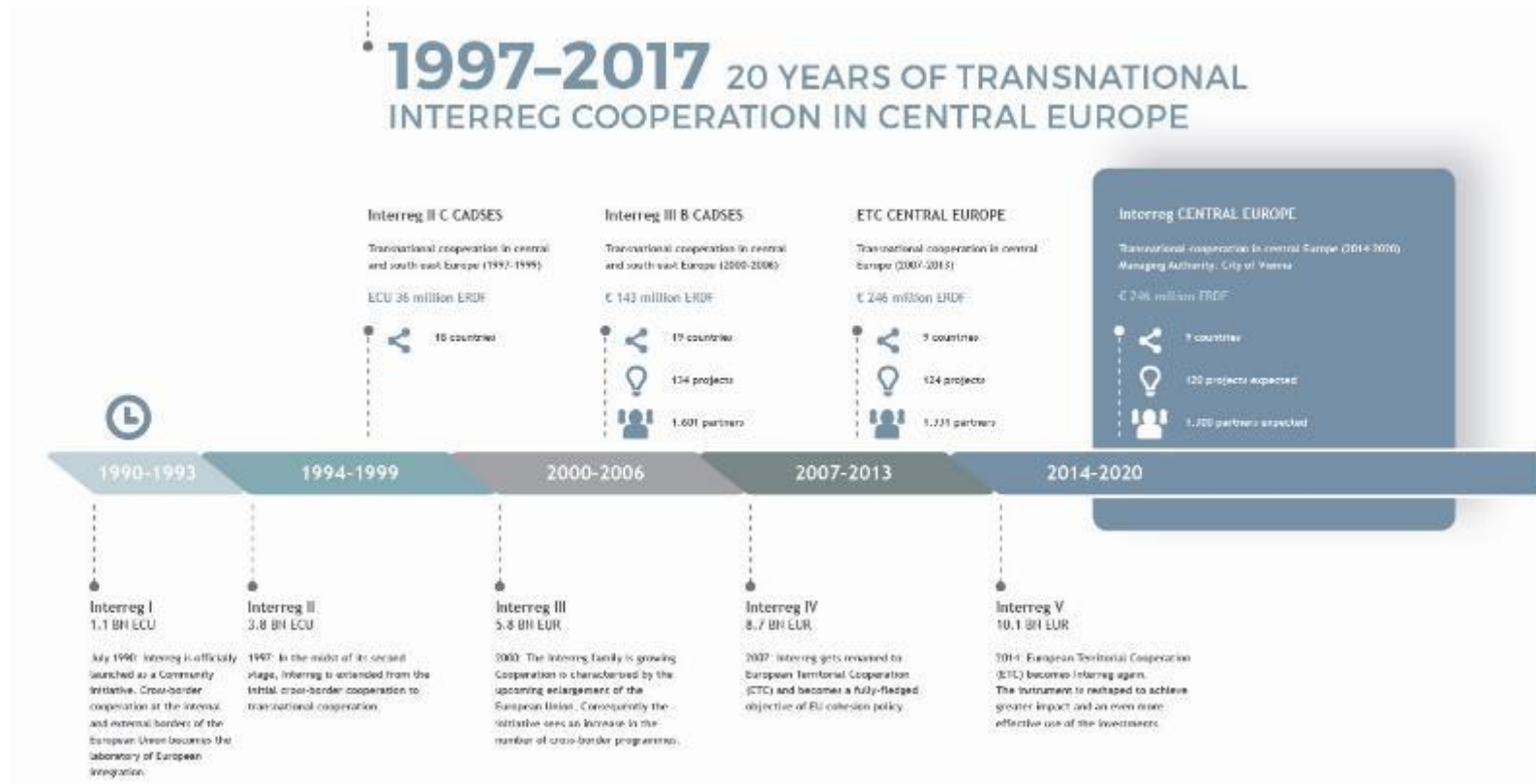




## Visual storytelling for digital channels.



## 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.



Dividing and saving lives with DiveSMART Baltic project



147 views

+ Add to Share More

Published on Nov 17, 2016

During an accident at sea the initial search and rescue factors are vital - minutes count and lives saved - especially in an underwater environment.



Österreichisches Bundesheer Werbung



19 views

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## 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.

