

TRAINING AGENDA – STORY TELLING

1. Topics covered during the training

- The importance of a dramaturgy in your presentation
- Finding your content
- Your audience

2. The theory:

- Why stories are exiting and why facts are boring
- How can I integrate both elements?
- How you get the audience`s attention immediately?
- Which are the common mistakes?

3. The practicalities

- Introduction into the various types of stories
- Presentation exercises