



Storytelling Workshop



23-24 October 2024

Bergen | Norway





Storytelling training

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Day One

Wednesday, 23 October 2024

14.00 – 14.10

Introduction

Nebojsa Nikolic, Interact

14.10 – 15.00

Emotional storytelling VS bureaucratic reporting

- Lessons from the private sector – stories of branding
- How to draft “communication persona” profile
- Exercise “Who’s Waldo?”

Each participant will get a template with simple questions that will help them define the target audience for a specific story/project of their choice. A few volunteers will read the profiles of their “communication persona”.

15.00 – 15.30

The three kinds of stories

- The three kinds of stories and what we can learn from each
- The stories of knowledge for EU projects
- A story of a storytelling competition – Interreg Slam

15.30 – 15.45

Comfort break

15.45 – 16.30

How to draft your first stories

- The patterns in storytelling – story arcs
- Storytelling template – a step-by-step guide
- From template to story to video storyboard

16.30 – 17:00

Common writing mistakes and how to fix them

- The importance of plain language
- The tricks of journalistic writing
- Do’s and Don’ts

17.00

End of day one



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Day Two

Thursday, 24 October 2024

09.00 – 09.15

Introduction – recap of the first day

Nebojsa Nikolic, Interact

09.15 – 10.30

Free and easy tools to help you write

- Specialized writing tools: Resomer, Grammarly, QuillBot, and Hemingway
- AI tools: ChatGPT, Google Gemini, Microsoft Copilot and Claude Sonnet
- Practical demonstration – comparing the tools for different tasks

10.30 – 10.45

Comfort break

10.45 – 12.00

Storytelling exercises

- Overview of the best exercises
- Exercises: “Freewriting” and “Story seeds”

12.00 – 13.00

Lunch break

13.00 – 13.30

Storytelling exercise - “PowerPoint karaoke”

The participants get a set of 3 PowerPoint slides with random unrelated images, and they will present on the spot, pretending it all makes sense and is very important. The exercise is designed to help you develop improvisational storytelling and presentation skills.

13.30 – 14:45

Working on real-life project stories

- Demonstration of the process when working on a story
- Group work – giving feedback on real-life project stories

14.45 – 15.00

Wrap-up and closure

- Recap of the most important lessons
- Recommendations for next steps

15.00

End of day two