



PROJECT STORY TELLING

SESSION 2

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Story Telling

Why Astronauts are Astronauts



Story Telling
It's not easy



Remember

- Your foundation objectives of your story telling
- **Cognitive** → • **Think / Awareness**
- **Affective** → • **Attitude, Opinion**
- **Conative** → • **Behave in a certain way**



Determining Your Story

- **Power is in the Think Tank**
 - Remember partner nuances and skills
- **Always**
 - Have a good story
 - Have an angle (s)
 - Develop the story (beginning, middle & end)
 - Human interest is key
- **Decide whether its long or a short story**
 - Videos tend to be getting shorter (30 seconds to 3 mins max)



In Story Telling

- Creativity is King
- Content is King
- Communication is King
- Getting noticed is King
- Messaging is King
- Theme is King



The Challenge

- **You have to think of your audience**
- You have to get noticed
- You have to break through the noise and the clutter
- You have to look for inspiration [Sainsburys](#)
[Kilkenny](#)
- You have to use multiple platforms to get across one message
- You have to be succinct
- You have to keep telling your story - updates
- You have to become an influencer
- **You have to think of your audience**
 - **What will they want to see, hear and read**



Tools for Story Telling

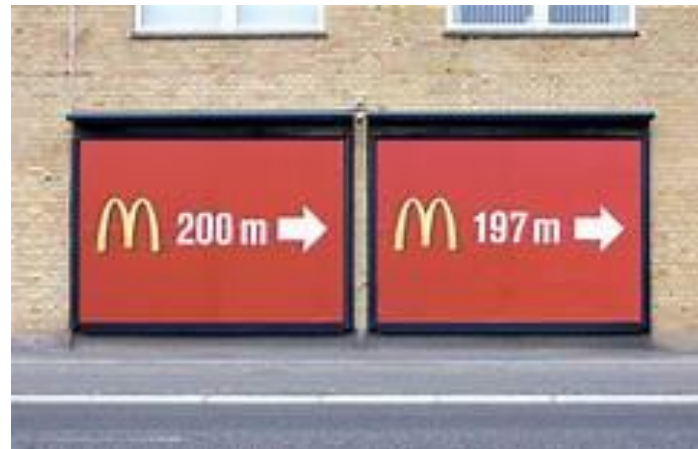
- Online and Offline tools
- Paid Media
- Earned Media
- Owned Media
- Shared Media



Paid Media

- Messaging
- Aligned to Comms Strategy

Online Banner Campaign



Earned Media

- Print
- Radio
- Television



Earned Media

- **Print**

- **Newspapers**

- Local
 - National
 - European

- **Magazines**

- Local
 - National
 - European



- **Look for the news story**
 - **Find an angle**
 - **Localise or nationalise angle**



Earned Media

- TV

- Local
- National
- European

- Radio

- Local
- National
- European



- Look for the news story
- Find an angle
- Localise or nationalise angle



Owned Media

- Website
- Blog
- Video
- Podcasts
- Brochures
- Ezines
- Posters



Shared Media

- Push Pull Principle
- Power of the Blog
- Online brought offline
- Offline brought on line
- Choose your platforms
- Determine your content
- Creativity to maximise audience engagement



Communication Challenges

- News is immediate
- Power of the headline
- Consumer of news
- Influencer
- Noise
- Your story's journey



Tools of Communication Engagement

- Face to Face
- Build relationships
 - How
 - With what
 - Messaging
 - Overall objective(s)



Tools of Communication Engagement



Tools of Communication Engagement

- Mantra: with every event there's a publicity and engagement opportunity



- Pre Event
 - Launch / Announcement / Press Reception
- Event
 - On the Day - the Activity
- Post Event
 - Stakeholder Relationships



Tools of Communication Engagement

- Photographs
- Infographics
- Video
- [Canva](#)
- [Fiverr](#)



Communication

MY MANTRA



Workshop 3 -

Become a Story Teller

1. Your story - The Intro - What is your project
 1. Provide succinct project intro: max 30 words clearly identifying what stage your project is at
2. Write your story
 1. Write your story line (150 words)
 2. Is there a theme
 3. What are your key messages
3. Tactical Elements - the pitch
 1. **Who are your audiences**
 2. What are your communication objectives
 3. Where will you tell it
 4. Earned / Owned / Shared
4. What outcome do you wish





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Q & A

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