

# Storytelling and Captivating the Audience



EUROPEAN UNION  
European Regional Development Fund



**Norfolk**  
County Council

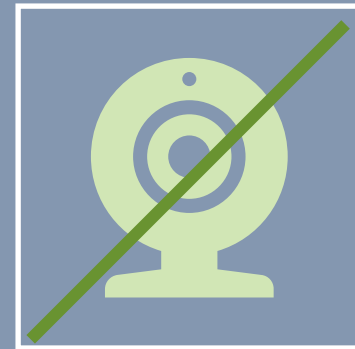
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# Welcome & Housekeeping



Please keep **your microphone muted** during the presentation; and please show your full name if you can ('more button' next to name)



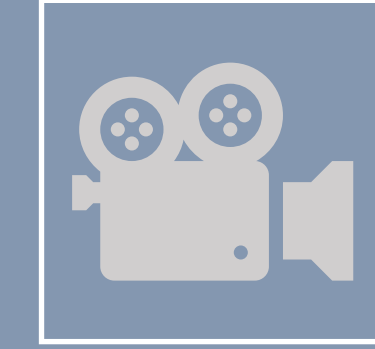
If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query in the chat**.



A copy of the presentation and next steps will be **circulated after the workshop**.



This session is **being recorded** but you and the chat are not.





# New wave of training & networking opportunities



- **Training** on experiential tourism and the development of experiences- Available on [Experience Norfolk – YouTube](#)
- **More training** is on the way from new year on:
  - Distribution and Target Markets
  - Marketing and Social media
  - Promoting your experience
  - Sustainable Tourism
  - Accessibility & Inclusivity
  - Attracting walkers and cyclists

Sign up to our Norfolk newsletter to receive updates:

[www.norfolk.gov.uk/experienceupdates](http://www.norfolk.gov.uk/experienceupdates)

- **Networking events**
  - Join our [Norfolk EXPERIENCES Facebook Group](#)





# COMING UP

- The power of storytelling
- Researching your story
- Developing your story
- Evolving your story
- Questions & answers

Throughout the workshop:  
Practical storytelling techniques & activities



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# What is Storytelling?

## STORYTELLING

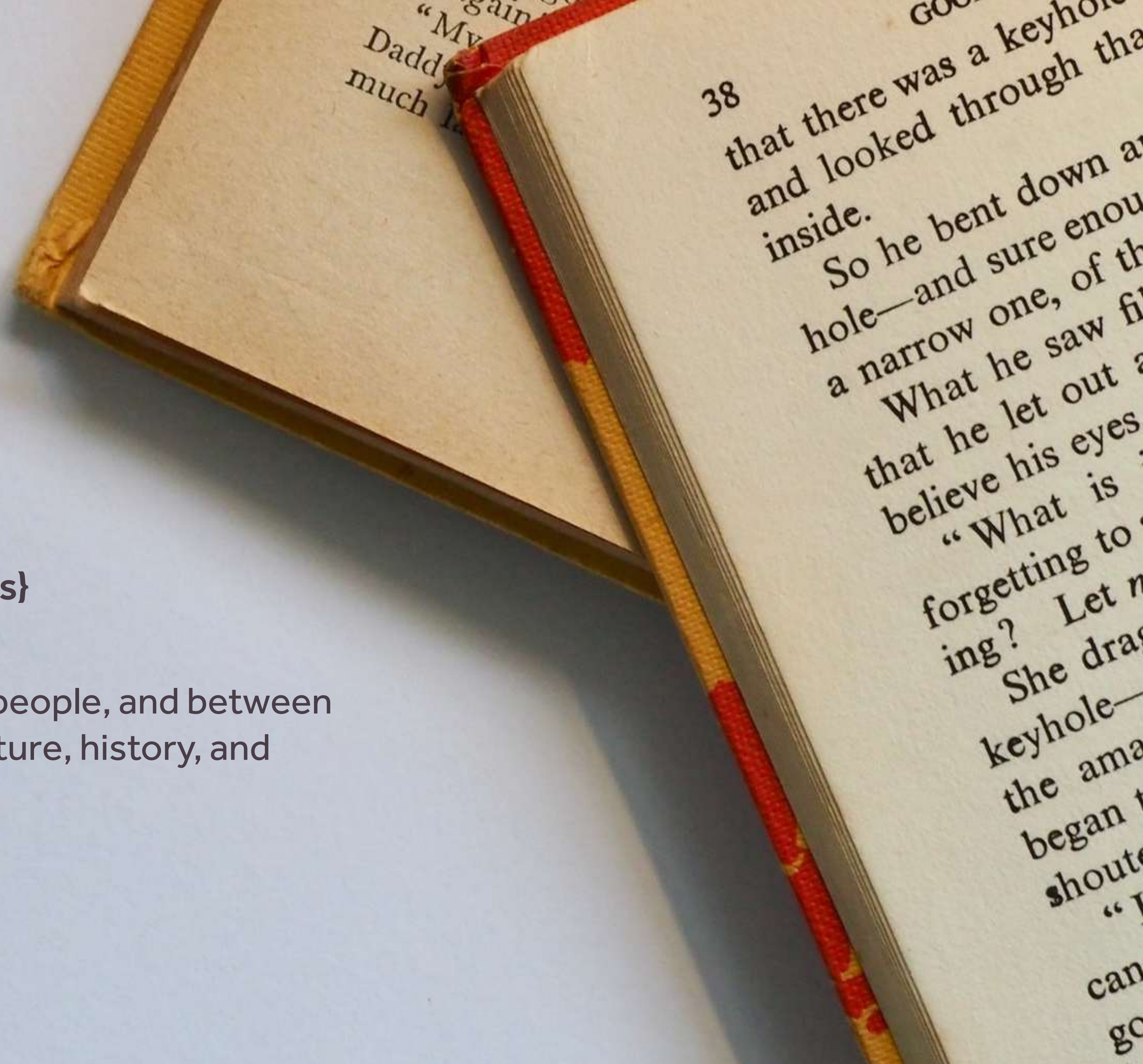
### DEFINITION

**{The activity of telling or writing stories}**

Storytelling forges connections among people, and between people and ideas. Stories convey the culture, history, and values that unite people.

**Vanessa Boris**

Harvard Business Publishing Corporate Learning







The Power of Storytelling





CAN I HOST AN EXPERIENCE  
WITHOUT STORYTELLING?



# How will you tell your story?

The best way to practice and prepare is to find **your voice** in front of your guests and use your ability to connect with them. The best way to do that is by telling guests **YOUR story**.

**"I don't have a story to tell guests"**




We all have stories to tell and guests want to hear your stories.










# My story







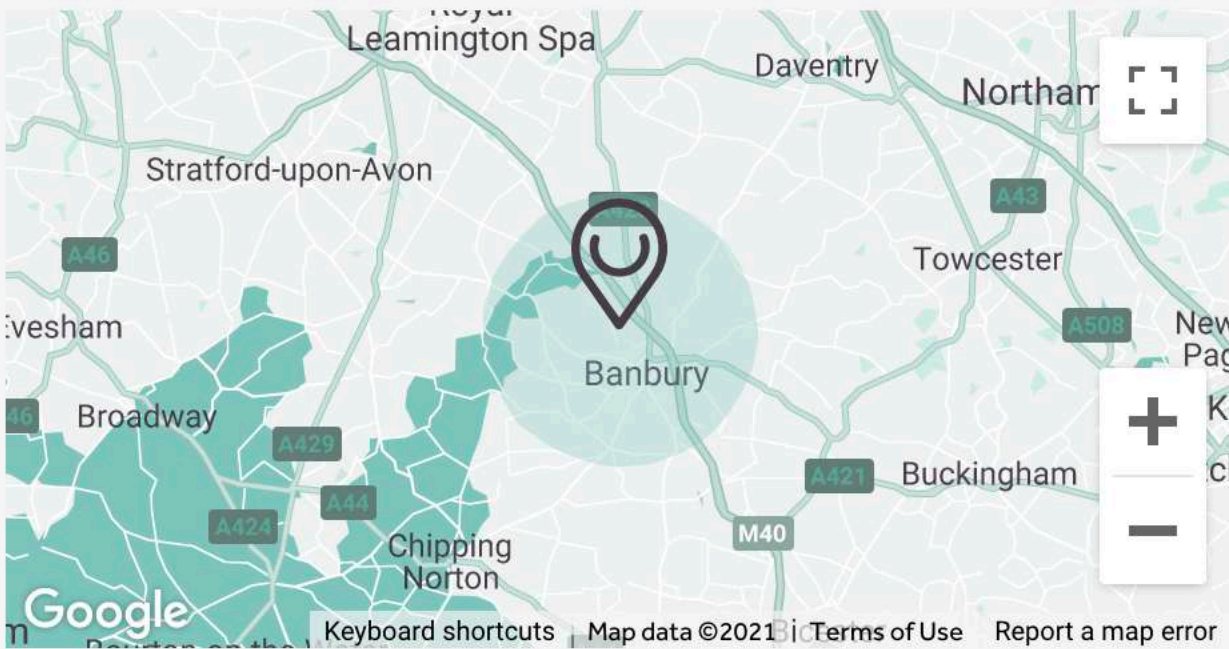
Food & Drink


## BAKING SCONES IN A COTSWOLD COTTAGE

COTSWOLDS

FROM £64

BOOK NOW





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### EXPERIENCE OVERVIEW

Step inside a 16th century Cotswold thatched cottage to learn to



## 5 Stages of Experience Storytelling Development



Research



Develop



Promote



Deliver



Evolve





RESEARCH





# Plan YOUR story

Share your story idea in the chat window







Start & end of your story

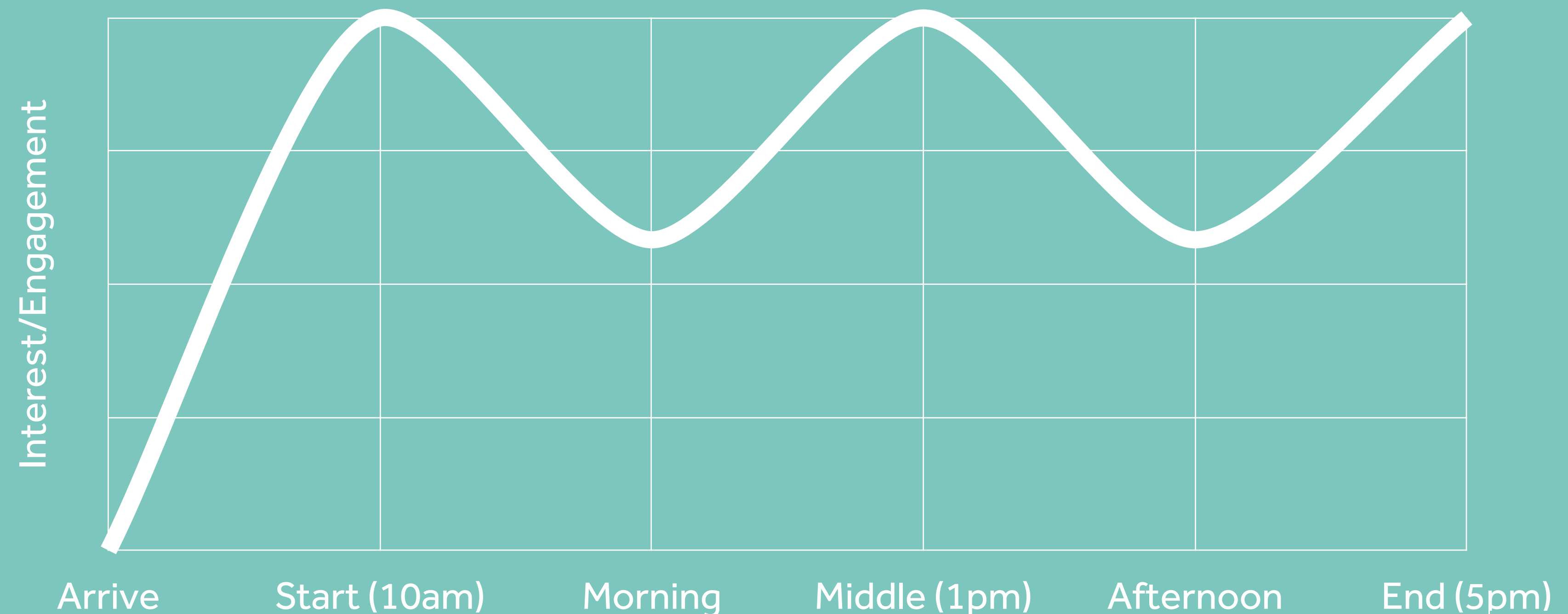




# PLAN OUT HOW TO DELIVER THE STORY

Story Example: 'Be a Farmer for the Day'

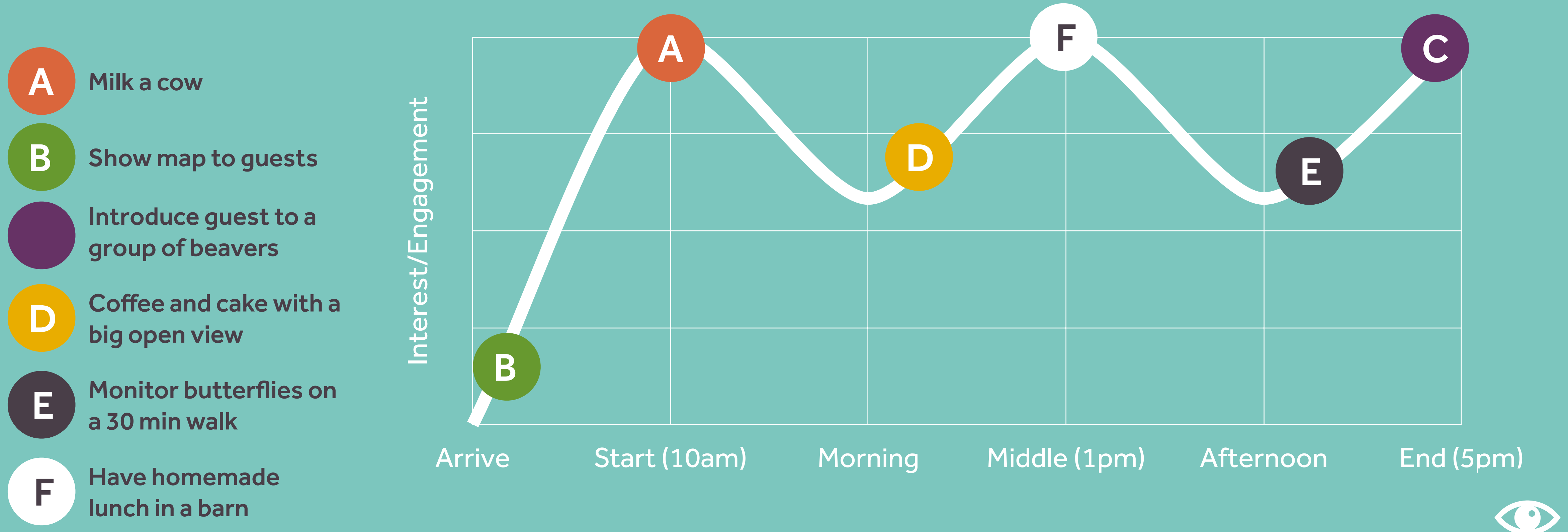
- A** Milk a cow
- B** Show map to guests
- C** Introduce guest to a group of beavers
- D** Coffee and cake with a big open view
- E** Monitor butterflies on a 30 min walk
- F** Have homemade lunch in a barn





# PLAN OUT HOW TO DELIVER YOUR STORY

Story Example: 'Be a Farmer for the Day'





## 5 Stages of Experience Storytelling Development



Research



Develop



Promote

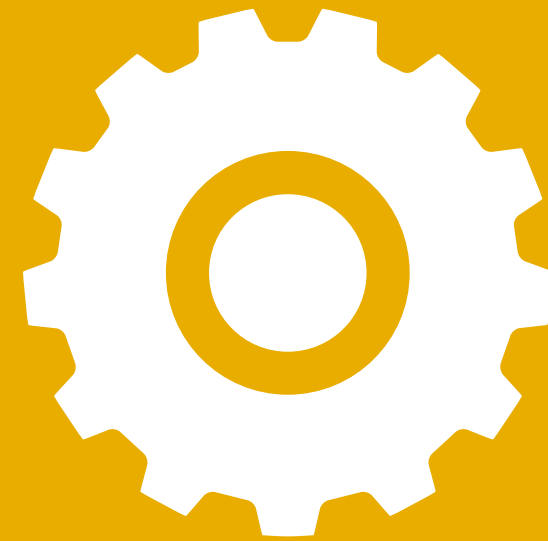


Deliver



Evolve





DEVELOP





# Ingredients

## Who, What, When & Where?

- Who's involved?
- What happened?
- When was it?
- Where did it take place?

## How & Why?

- How did it happen?
- Why did that happen?





# CAN YOU ANSWER THE FOLLOWING, FOR YOUR OWN STORY?

## Who's involved?

Me (farmer)  
My neighbour also a farmer  
Local Wildlife Ranger

## What happened?

Running a small farm,  
moving to more organic  
methods  
Re-wilding project

## When was it?

Farming for 25 years  
Farm has been here for  
200 years  
Beavers have recently  
been reintroduced to the  
area

## Where did it take place?

On the farm  
The village  
River which runs near the  
farm





# Storytelling Structures

- Hero's Journey
- Nested Loops
- Sparklines
- Mountain
- In Medias Res
- Petal





## 5 Stages of Experience Storytelling Development



Research



Develop



Promote



Deliver



Evolve





DELIVER



# Know your guests







# Communication





# HOW DO YOU WANT YOUR GUESTS TO FEEL?

Inspired

Content

Shocked

Excited

Amused

De-stressed

Immersed

Surprised

Enriched

Captivated

Amazed

Alone

Happy

Connected

Stimulated

Delighted

Impressed

Calm

Special

Empowered

Select two



Adam from France







# A little understanding





# Humour







Name names





# Avoid difficult subjects





## 5 Stages of Experience Storytelling Development



Research



Develop



Promote



Deliver



Evolve





EVOLVE



Allow your experience to evolve





Every guest & group is different







Research

5 St

Homework - Storyboard your experience into bite-sized pieces

<b>START</b> [Type here]	[Type here]	[Type here]
[Type here]	<b>MIDDLE</b> [Type here]	[Type here]
[Type here]	[Type here]	<b>END</b> [Type here]



Evolve

elopment





QUESTIONS





# Next Steps

## Any ideas?

Complete the Activity form and return to us at  
[experience@norfolk.gov.uk](mailto:experience@norfolk.gov.uk)

**1:1 business support for activity development has become available**

**Experiences will feature on a new tourism website**

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Interested in EXPERIENCE outside Norfolk?

[www.tourismexperience.org](http://www.tourismexperience.org)

# THANK YOU!

