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STORYTELLING FOR MARKETEERS
**«REACH YOUR BUSINESS GOALS WITH
CLEAR, ENGAGING WORDS!»**

09 May 2012
13:00–17:00 h
Lagerstrasse 5
8021 Zürich

STORYTELLING FOR MARKETEERS

«REACH YOUR BUSINESS GOALS WITH CLEAR, COMPELLING WORDS!»

SCHEDULE

Topic	Time
What is storytelling: How are stories different from other forms of business communication?	13:00 – 13:30 h
Telling your story: first round of practice	13:30 – 14:15 h
Why are stories so powerful? (Neuroscience and narrative, Persuading and selling)	14:15 – 14:45 h
Coffee Break	14:45 – 15:15 h
Tapping the Power of Storytelling: Personalizing your story	15:15 – 15:45 h
Telling your story: second round of practice	15:45 – 16:30 h
Wrap up: What stories work best for different business purposes? (Taking your storytelling skills to the real world)	16:30 – 17:00 h

CONTENT

Your Benefits

Do you create or consume business communication? Is your working world full of meaningless jargon, verbal tedium, endless email conversations and corporate speak? Stop drowning others in endless slides and corporate jibber-jabber. Reach your business goals with clear, compelling words!

Learn how to inspire your listeners with authentic, relevant stories. Achieve your communication purpose simply and quickly.

In this highly interactive program, learn simple tools and structures for creating and telling stories to meet every business communication need.

The workshop is aimed at employees and managers in marketing, communications, advertising, selling, and managing directors and consultants.

SPEAKER

Dr. Gordon Adler

With more than 25 years of academic, managerial and operational experience in the US and Europe, American Gordon Adler is one of Europe's communications innovators and leading corporate storytellers. Dr. Adler has extensive experience facilitating senior executive development programs and delivering communications products in Europe, Africa and the USA. He has degrees from Harvard University, Boston University and the University of South Australia. He has completed further studies at Stanford University and City University, USA.

Publications

Dr. Adler is author of several books on Management Communication and Customer Relationship Management. He has written three best-selling case studies for the Harvard Business Review, and many chapters and articles on strategic communication, management communication, storytelling and corporate writing.

REGISTRATION

The maximum number of participants is 20 persons. Applications are processed in order of receipt and shall be binding. Please note that in case of cancellation the full fee will be charged. Replacement participants and substitute participants are welcome. You will receive a confirmation with information about the event, directions and billing arrangements.

Costs: CHF 690.- (KV Members CHF 630.-) incl. VAT. Members of Swiss Marketing (SMC) with a voucher will benefit from special conditions (CHF 490.-). In the seminar package are hand-outs, coffee breaks and documentation included.

Please send your application by 1 May 2012 by e-mail to seminare@sib.ch.

We look forward to your participation!

Contact

SIB Schweizerisches Institut
für Betriebsökonomie
Lagerstrasse 5
8021 Zürich
Telefon 043 322 26 66
Telefax 043 322 26 51
E-Mail info@sib.ch
Web www.sib.ch

Patronage

Swiss Marketing (SMC)
Baslerstrasse 32
4600 Olten
Telefon 062 207 07 70
Telefax 062 207 07 71
E-Mail info@swissmarketing.ch
Web www.swissmarketing.ch