

I N D H R A N

DIGITAL



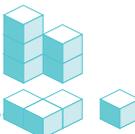
STORYTELLING  
WORKSHOP

26TH FEBRUARY 2018

SIME DARBY CONVENTION CENTRE  
9AM — 530AM



# DIGITAL BRAND STORYTELLING WORKSHOP



Storytelling is hardwired into all of us and an essential part of branding. But what actually constitutes a story? And how do we craft a brand story that truly engages our audience, whether it's our colleagues or our customers? Simply taking a story from the physical world and planting in the social media space just won't cut it anymore.

This one-day creative workshop is designed to transform you into an effective digital storyteller by using the latest tools and technologies to enhance your brand and make it come to life.

## COURSE OUTLINE

This highly practical seminar and workshop conducted by Indhran, explores the art and science of storytelling, drawing upon everything from ancient lessons of Aristotle to the latest techniques of Hollywood screenwriters. Concepts will be illustrated by real-world examples from a variety of media, and attendees will be shown how they apply directly to brand storytelling.

Moreover, these key storytelling principles will then be put immediately into practice as attendees create and present their own stories, with special attention paid to structure, forward motion, drama, resolution and elements of virality.

Workshop participants will leave with a better understanding of how to uncover the right story and tell it well in any medium, whether it's a speech, an essay, a video or a Powerpoint™ presentation.

## WHO SHOULD ATTEND



Marketing teams who need to engage their audiences  
Content publishers responsible for creating content online.  
Anyone who needs to command attention, engage their audience, and leave a lasting impression.



## ABOUT THE TRAINER

**Indhran** is CEO and Founder of the Sunshine Group, an integrated communications group with offices in Sydney, Singapore and Kuala Lumpur that helps brands gain visibility, generate leads and grow exponentially.

Before setting up Sunshine in Australia in 2008, Indhran worked at the HSBC Group, one of the largest banking and financial services institutions in the world, where he rolled out brand driven initiatives for 33,000 HSBC employees impacting 80 million customers worldwide. His efforts contributed to HSBC's spectacular leap to No. 23 on The Interbrand Best Global Brands list (ahead of Nike and Apple) in 2008.

Over the years, Indhran has helped enhance brands such as HSBC, Electrolux, Frost & Sullivan, Oxford University, GEMS Education and AstraZeneca to name a few.

Brands trust him to develop provocative, distinctive, and credible content to enhance their reputation as innovators, trusted advisors, and global thought leaders with audiences that matter most.

# WORKSHOP PROGRAMME

**8.30am**

Registration

**9.00am**

Introduction  
to the trainer

**9.15am**

**OVERVIEW: Storytelling**  
Disrupt or Be Disrupted  
Recognising a Good Story

**10.30am**

Morning Coffee Break

**10.45am**

Storytelling for Profit  
Play Nice with  
Facebook & friends

**12.30pm**

Lunch

**1.30pm**

Hands on: What's your story?  
The Big Idea: Strategy Deep Dive

**3.30pm**

Afternoon Coffee Break

**3.45pm**

**CONTENT CREATION:**  
Tools, Tips, Tricks & Techniques

Distribution, Promotion  
and Influencer Outreach

Discussion & Concluding Remarks

**5.30pm**

End



## LEARNING OUTCOMES

By the end of this digital storytelling workshop course you will:

-  Understand new rules of brand storytelling in a disrupted world
-  Learn how to turn a dry brief into engaging content
-  Know how to analyse and craft digital story plot structures
-  Better understand the best digital platform practices
-  Better understand principles of virality.
-  Better understand and analyse online video performance



# REGISTRATION FORM

Please fill-in-the blank box  
Contact Information

Name	Designation
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Email Address	Organization
<input type="text"/>	<input type="text"/>

Contact Number

Address Information

date:  
**26<sup>TH</sup> FEBRUARY 2018**  
9am – 5.30pm

admission fee:  
RM1,650 + 6% GST per pax  
RM1,500 + 6% GST per pax  
for group of 5 pax and above



venue:  
Sime Darby Convention Centre  
1A, Jalan Bukit Kiara 1,  
60000 Kuala Lumpur Malaysia  
Tel : (+603) 2089 3688

PAYMENT DETAILS:  
CHEQUE MADE PAYABLE TO:  
**SLEDGEHAMMER COMMUNICATIONS  
(M) SDN BHD** 289967-W  
22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur, Malaysia

Bank Transfer to RHB Bank Berhad  
2-14389-000-10505  
Swift Code: RHBBMYKL

**FOR ENQUIRIES:**  
  
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## Participant's Details

Name	Contact Number
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Designation	Email
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### Registration & Payment

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before course commencement.

### Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the course due to unforeseen circumstances.

Organised by



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