



Long form storytelling workshop
ETV Tallinn– 5-8 August 2008
Eric May, EBU International Training

AGENDA

0930-1230

Introduction and course principles

Visual storytelling

Objective: find techniques to identify visual language; get methods to find compelling visual structure; get skills to identify visual storytelling tools; find methods for building logical sequences

- Principles
- Examples
- Practical exercises

Story structure

Objective: get skills to identify basic story structures; find methods to identify strong storylines, character and conflict; get tools to connect storytelling methods with audiences

- Principles
- Practical exercise

Lunch 1230-1330

1330-1700

Building compelling structures

Objective: find methods to identify unique characteristics of story elements; get skills to organize elements that resonate with audiences; identify methods to build compelling structures for long form and documentary storytelling

- Group discussion
- Examples
- Practical exercise

Pitching skills and constructive feedback

Objective: identify effective pitching strategies; get tools to formulate and deliver compelling pitches; find methods for giving constructive critique and feedback

- Principles
- Practical exercise
- Critique and review

What was the best story you ever saw?

Objective: get methods to identify patterns in effective storytelling

- Group discussion

Conclusion and evaluation

- Handout: ETV Toolkit