



EBU International Training  
UER Formation Internationale | Journalism

SR Storytelling Workshops  
Göteborg / Luleå / Malmö, 13-16 May 2008  
Eric May, EBU International Training

AGENDA 10:00-12:00

1. Welcome and Introduction

- Expectations
- Course Principles
- Agenda Review

2. What's the problem with stories?

- group discussion

3. Your audience

- group discussion and conclusions

4. Information, communication, and shared values

- group discussion and conclusions

5. What is a story?

- group discussion and principles

6. "The best story you ever heard"

- group discussion: find patterns and define

11:00-11:15      *Coffee break*

7. Natural sound in stories

- group discussion
- practical exercise
- principles

12:00-13:00      *Lunch*



AGENDA 13:00-17:00

8. What do you remember?

9. Standups

- group discussion
- practical exercise and critique
- principles

14:15-14:30      *Coffee break*

10. Storytelling problem: important issue, dry subject

- practical exercise
- techniques and tips
- example

11. Story critique

- examples and group critique

12. Story structure

- definitions
- practical exercise

13. Storytelling tools

- techniques and tips
- principles of long form story structure

14. Storytelling for a multicultural society

- practical exercise and group discussion
- conclusions

15. Evaluation and conclusion