



Storytelling
TVP, Warsaw, Poland
2-3 December 2008

Trainer: Eric May, EBU Training

AGENDA

09:00-12:00

1. Welcome / introduction
 - Course principles
 - Agenda review
2. Your problems with stories
 - Discussion
3. Visual storytelling
 - Examples and discussion
 - Practical exercises
 - Principles

(Includes Coffee Break)

Lunch

13:15-17:00

4. Writing for broadcast
 - Examples and practical exercise
 - Definitions

Coffee break

5. International examples: daily news, investigative and new approaches
 - Examples and discussion
 - Definitions
6. Story structure and storytelling tools
 - Discussion and principles
7. Creating compelling stories from source material
 - Practical exercise
 - Principles
8. Evaluation and conclusion
 - TVP storytelling toolkit