



Storytelling, Marketing, and Communications

Sharpening your skills for impact



Today's Agenda

By the end of the session, you will...

- Improve your storytelling
- Think about ways to market yourself
- Refine your communications skills



chatham
UNIVERSITY

THE HEINZ
ENDOWMENTS
HOWARD HEINZ ENDOWMENT
VIRA I. HEINZ ENDOWMENT



SOAS
University of London



B.A. in
History-
Political
Science '11

Studied at
American
University in
Cairo '09

MSc. in
Climate
Change and
Development



ABOUT ME



15



15

12

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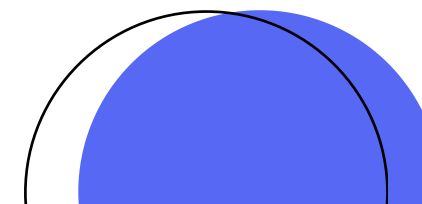
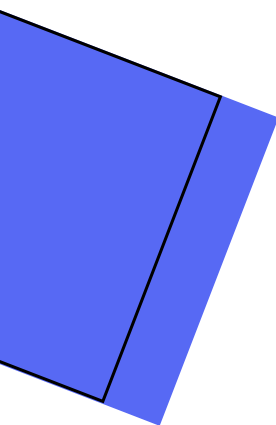
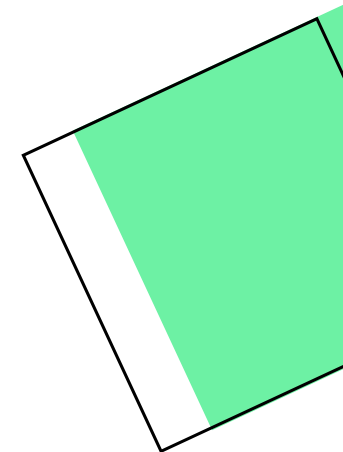
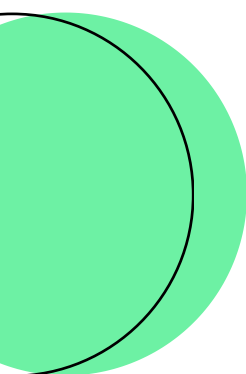
World Affairs Council of Pittsburgh 2020



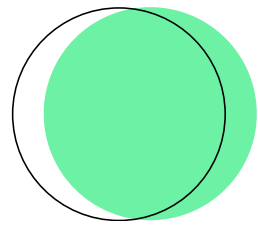
CARNEGIE ENDOWMENT FOR INTERNATIONAL PEACE

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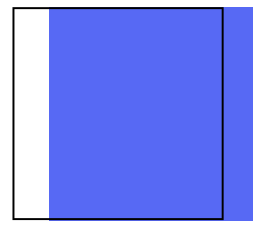




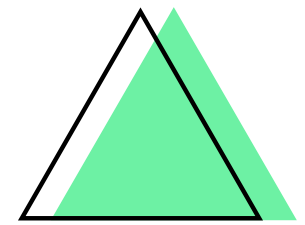
Storytelling: Use the Rule of 3s



REPETITIVE



RESEARCH



RELIABLE

Throw an example that you know in the chat!

Examples of the Rule of 3s

- Beginning, middle, and end
- Life, liberty, and the pursuit of happiness
- Government of the people, by the people, for the people
- Friends, Romans, Countrymen
- Blood, sweat, and tears
- Location, location, location
- Father, Son, and Holy Spirit

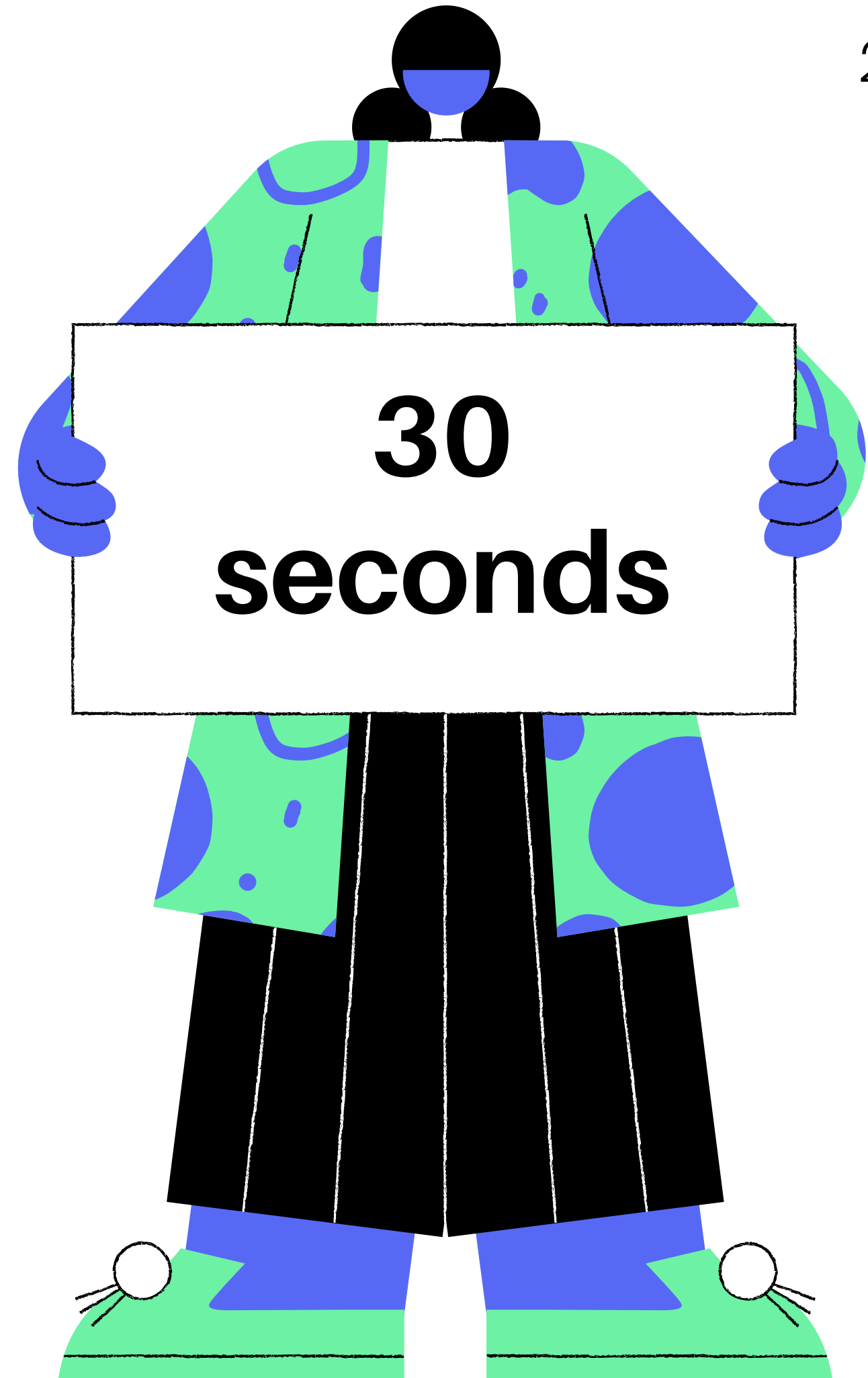
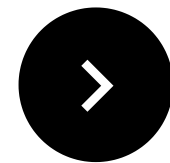
How to Use It

- Context, challenge, solution
- Presentation structure
- Visual cues

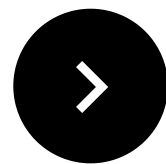


For later: see an example of great storytelling in the chatbox.

**Our attention span has
dwindled to...**



Pro Tips for Building Your Brand with Twitter



Tip 1

TWEETDECK

Use Tweetdeck for scheduling, making lists, and tracking trends.

Tip 2

HASHTAGS

Use a maximum of two hashtags - the simpler a tweet, the better!

Tip 3

SHOW, DON'T TELL

Use charts, graphs, data, and great photos to get your point across. Engage with your followers - human element!

SAVE THE DATE—Scaling #Soil Restoration: Developing a Roadmap to Action

Join CRS, @GlobalAgDev, & @CSUSystem for an event with @WorldFoodPrize, featuring #FoodPrize20 Laureate @lal_rattan.

Oct 15, 2020

7:00 am CT/8:00 am ET

Microsoft Teams link: bit.ly/33KXI45

The poster is for an event titled "SCALING SOILS RESTORATION: DEVELOPING A ROADMAP TO ACTION". It features a portrait of Dr. Rattan Lal, the 2020 World Food Prize Laureate. The event is scheduled for October 15, 2020, from 7:00-8:30 am CDT. The poster includes logos for CRS (Catholic Relief Services), The Chicago Council on Global Affairs, and the CSU System (Colorado State University). The text "World Food Prize side event hosted by:" is also present.

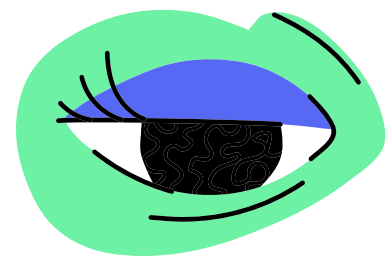
When #desertlocusts invade, they don't just consume everything in their path. They also destroy livelihoods & make it hard for families to put food 🌽 🍅 on the table. That's why our response in #Kenya focuses on recovery & empowering farmers to get back on their feet.



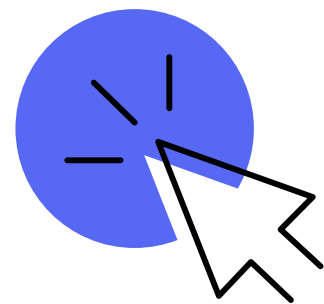
#Storytelling is a powerful tool for learning healthy habits. In West Africa, CRS and @USAID created a flipbook for families to read together and learn ways to mitigate #COVID19. @USAIDGH



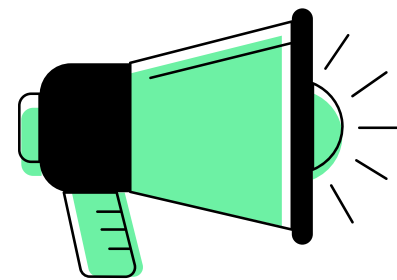
Getting Your Message Across



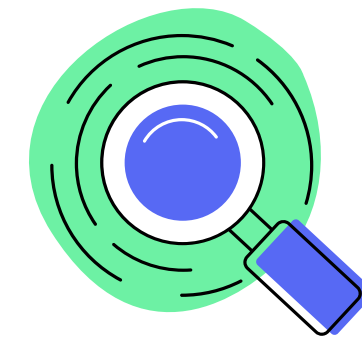
Be concise



**Tools like
Canva**



**Don't use
jargon**



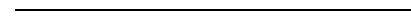
Proofread



Be bold

Great Events

The 5 Must-Haves



RUN OF SHOW

Detailed schedule of events, sometimes called a "tick tock"

BRAND

Podium sign, place holder slide, hand out

PREPARE FOR THE WORST

What contingencies do you need?

PRACTICE

Always do a walk through and/or dry run!

FOLLOW UP

What will you send after an event so that they remember you?

Who is Your Audience?



WHAT DO THEY
KNOW?

HOW DO THEY LIKE TO
RECEIVE INFO?

WHAT ARE YOUR 3
KEY MESSAGES?

Connect with Me

LINKEDIN

<https://www.linkedin.com/in/tiffanytupper/>

