



Panoptic Events

# THE POWER OF STORYTELLING AND HOW TO MASTER IT

BY PANOPTIC EVENTS

WE CREATE EXPERIENCES

Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

# Meet The CEO



## Craig McGee

I am a lover of travel, good food, learning from other cultures, passionate about self development, and football. My approach is "Choose life first."

Professionally, I have ran events all over the world for 18 years, from humble beginnings in Glasgow bars, to major Festivals in the USA and high-end MICE Events in Brazil.

Self-employed from the age of 18, I chose to follow my passion for Music & Events instead of an Economics course (whilst gaining a degree.)

From a background in the music industry, I set up Panoptic Events in 2014 and we have delivered over 3000 Experiences via Panoptic Worldwide in this time. Clients have included Microsoft, Audi, and Red Bull.

I have a system I implement day to day based on Visioning.

My companies are Panoptic Events and #nota9to5kindoflifestyle.

[www.panopticevents.com](http://www.panopticevents.com)

[www.nota9to5kindoflifestyle.com](http://www.nota9to5kindoflifestyle.com)



# Why Storytelling?

Here is what you need to create, shape and share your brand story.

# 70%

of consumers think brands should share positive stories during the pandemic.



# 500M



Over 500 million people use Instagram stories every single day.

# 63%

of Gen Z consumers are more likely to buy from a company that contributes to a social cause.



The podcast sector is forecast to reach \$1B by 20%

## LET'S HEAR YOUR STORY

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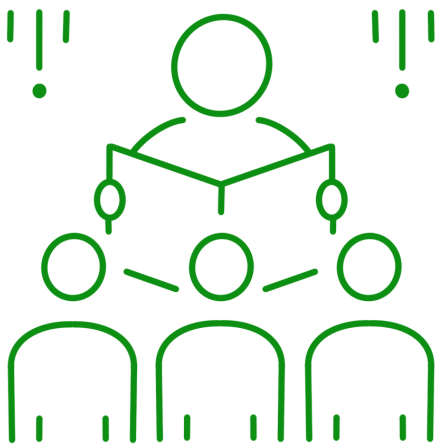
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# What is Storytelling?

## Importance Of Storytelling Growing Up

Growing up, we have all been exposed to stories, they have been utilised for years. As humans, it is in our nature to be curious, especially when it comes to things that create a participatory and immersive experience. Stories become a part of our lifestyle from the moment we start to understand and identify our surroundings. This is also supported by professionals who claim storytelling helps to develop our imagination at a young age by introducing new ideas into our world.



## What Does It Do?

### Boosts Listening Skills

When we are young, we tend to have a lack of focus and concentration, making it difficult to hold our attention for a long time. However, with stories we become more attentive and learn how to increase our focus on a certain topic.

### Makes Learning Easier

When information is delivered, just like adults, children tend to forget too, unless the information is passed onto them in a creative way. Therefore, stories are a great tool and is a steppingstone for future learning.

### Instills Virtues

Stories are great as they instil virtues which young people can carry with them as they grow up, especially with characters whose values they can emulate. Meaning it is important to invest adequate time into storytelling as it ingrains valuable lessons in terms of honesty, wisdom, kindness and compassion.



# What is Storytelling?

## The Power Of Storytelling

Stories give us an opportunity to learn from another person's experience and it can shape, strengthen, or challenge our opinions and values. When a story catches our attention and engages us, we are more likely to absorb the message and meaning within it than if the same message was presented simply in facts and figures.

## Studies On Storytelling

According to a new study in Nature Communication, " (Storytelling) is a powerful means of fostering social cooperation and teaching social norms, and it pays valuable dividends to the storytellers themselves, improving their chances of being chosen as social partners, receiving community support and even having healthy offspring."

Other studies suggest that storytelling is one way to build happiness and resilience.



## The Effects Of Storytelling

It's known that one of the main benefits of storytelling is that it increases the ability of self-expression as it encourages people to communicate their thoughts and feelings. This process is supported by the expansion of their vocabulary when they are exposed to new words. Additionally, stories are a great way to enhance mental stimulation, improve memory, create positive social connections, and increase activity among adults.



# Storytelling in Branding

## Why Storytelling Is Vital For Brands

According to Jeremy Hsu's research, as published in Scientific American, storytelling is the way we currently communicate.

He found: **"Personal stories and gossip make up 65% of our conversations."** Looking at the percentage, it is not hard to see half of our daily conversation is story-driven, so it is no surprise people heavily connect with it.

## Brand Storytelling is..

Brand storytelling is when we use a narrative to connect a brand to its customers. There is normally a focus on linking what you stand for to the values you share with your consumers.

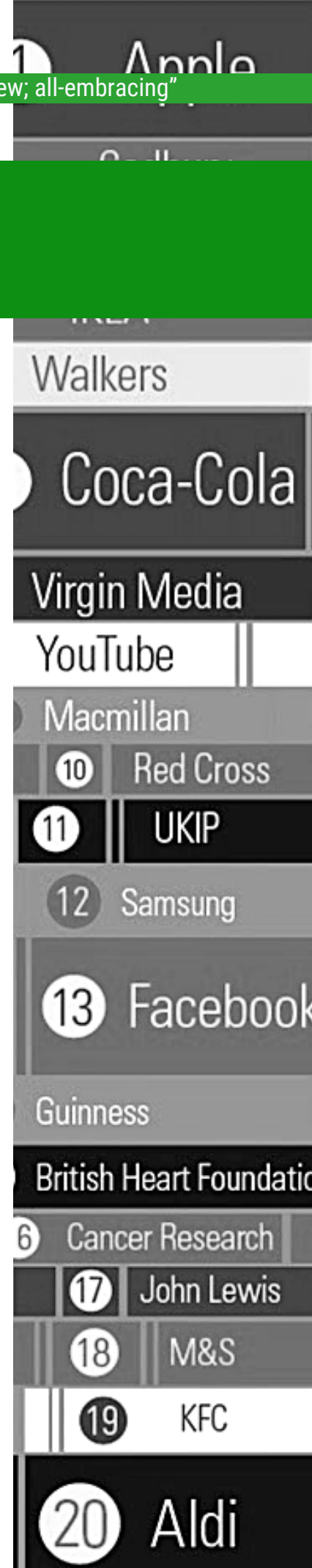
"You can buy attention (advertising). You can beg for attention from media (PR). You can bug people one at a time to get attention (sales). Or you can earn attention by creating something interesting and valuable and then publishing it online for free." – David Meerman Scott, Marketing and Sales Visionary.



## Brands That Utilise Storytelling

The element of storytelling has become so crucial for brands in terms of converting sales that a multi-billion-dollar organisation like Nike employs specifically for the area of storytelling within their marketing department. Organisations are aware of the empathy triggering effect of storytelling, which is why it is being used more and more.

Following Nike, another organisation who invests heavily into the concept of storytelling is Airbnb. They are known to place it into the very heart of their marketing. Additionally brands such as: Spotify, Google, Huggies, IBM, Maltesers, Refinery29 and many more... Also invest in storytelling within their marketing.





# Example of Excellent Storytelling

## Dove

While there are many brands that actively support social causes to create awareness, Dove is undoubtedly one of the best examples.

We are more exposed to stories than the actual product when it comes to the personal care brand. Such campaigns that utilise storytelling include their 'Real Beauty Productions' and 'Project #ShowUs'. Each campaign continuously promotes real beauty through the celebration of inner beauty and confidence in all women.

These campaigns share a message that resonates with people so deeply, they do not even feel the need to market their products like similar brands do. We all know that shampoo, deodorant, or body wash products do not elevate your emotions, but Dove's campaigns that continuously empower women definitely sparks an emotional connection. The brand has expanded its customer base through the development of emotional connections between the brand and consumer.



Dove has shown that a purposeful commitment to your brand's story is just as important as a quality product.

By using a diverse group of people in their empathic storytelling method, consumers are more likely to relate and see themselves in the brand's powerful advertisements. It allows them to build a brand that celebrates all types of women, in combination with highly emotional messages, they can build a true bond with their customer base.



# Storytelling within Events

## Transforming Your Event

In simple terms, your story is the essence of your event. When done correctly, you can create an emotional connection with your audience, which will eventually transform your event from being ordinary into extraordinary. Through the emotional connection you create, your organisation or event will increase its brand awareness, resulting in more credibility as an organisation.

## Storytelling Is Essential Because It's An Easy Way To:

- Entertain
- Inspire
- Educate

At its core, storytelling is a 'Once upon a time...' moment, a literal story. In other circumstances, it could be the soul of your event.

During your event, you could:

- Utilise storytelling to express how your event came to life.
- Presenters can use a story to educate.
- Attendees can share their stories of why this event is so extraordinary.
- Manipulate your language to become more engaging: Sprinkle your event communications with linguistic glitter!

If you make your pieces fun to absorb, then people won't walk out halfway through!

Remember - stories are memorable, they stimulate brain activity where multiple areas of the human brain automatically respond. In his article, 'The Science of Storytelling: What Listening to a Story Does to Our Brains', Leo Widrich emphasises the importance of storytelling through a short paragraph:

*"When we listen to a standard presentation, our language processing regions in the brain... are active. When we are being told a story though, not only are the language processing parts in our brain activated, but other areas in our brain, the ones we would use when experiencing the events of the story are stimulated as well."*



# How to Master the Art of Storytelling

## Before You Start Your Story, Ask Yourself:

1. What is the nature of your event, the ideal outcome?
2. What wider issues or values are important to you as an organisation?
3. Who is your audience?
4. What are your continued mission and future ambitions?
5. What is your event's persona?

By identifying the answers to these questions, you are essentially creating a list of things to take into account and incorporate into the story plan.

## The Key to Success

Your story should contain at least one segment your audience can relate to and identify with. Plus, it must be authentic; not be a work of fiction. It needs to create an emotional and loyal connection with the people in front of you. If you incorporate certain pain points your audience are facing, you will immediately become more relatable and build connections with them. If it aligns with your organisation's values, then that is even better as you will begin to build trust with your audience.

Another element of storytelling you **MUST** consider is the hero. This does not have to be a Disney superhero that comes to save the world from corruption, but instead can be the person who has the answer to the pain points; the one who has achieved something inspiring; or even your attendees - the most effective stories will cast your attendees as the heroes.

Finally, but most importantly, you need a strong call to action. There is no point in inspiring your audience and letting the opportunity pass, you need to encourage them to act and complete the next step. This could be to sign up for the next event, sign up to a newsletter, share their experience of your event - just let them know the next step (and use it to your advantage).

## Example - PetSmart

Making its way through the country - dogs, puppies and cats travelled to visit retirement centres, university campuses and local spots for people to experience some unconditional love to make even the most regular of days better. Their story united and spoke to people who all share an affinity for their pets. It created a heart-warming connection and pet lovers returned the sentiment by sharing their own stories online.





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CREATE YOUR LEGACY NOW.

MAY 2021

# THE POWER OF STORYTELLING AND HOW TO MASTER IT



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PREPARED BY  
**CEREN ORUC** OF **PANOPTIC EVENTS**, IN COLLABORATION WITH **ABIGAIL  
MCLOUGHLIN** AND OUR 'THE POWER OF STORYTELLING' CLUBHOUSE ROOM  
GUESTS.

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