

Main aims of workshop

Familiarizing students with basic principles and ideas of storytelling and teaching techniques for creating curiosity, suspense and emotional engagement and persuading people to act

Key background and justification for the workshop

The human brain is wired for stories. When you tell a good story, people can't help but pay attention, remember, and share your message with others. Advertisers and brands know this and use it to their advantage. In this workshop, led by professional storytellers from both the corporate and the nonprofit worlds, we explore how conservation practitioners and scientists can unleash the power of stories to maximize the impact of their work for wildlife conservation.