

**Storytelling is Serious Business
Train the Trainers Course
November 16-18, 2016**

In this three-day training we will:

- Help you SHARPEN your presentation skills through classroom sessions and a public talk
- Give you practice on giving some of the talks we have created for the curriculum
- Work with you to create some NEW material for teaching the storytelling workshops

 **Day 1—Wednesday November 16th**

Place: Global Environmental Institute, Tayuan Diplomatic Office Building, 14 Liangmahe South Rd. Unit 1, Suite 32.

地点：全球环境研究所，北京市朝阳区亮马河南路14号塔院外交办公楼1单元032室

9:00-9:30 Review Agenda

9:30-10:00 Review Building Blocks of Storytelling

9:30-10:45 Pecha Kucha

10:45-11:00 Tea Break

11:00-12:00 Workshop Presentation Breakout I: Presentations that Make a Splash

12:00-1:00 LUNCH

1:00-2:00 Lightning Presentation by Guest Speaker.

2:00-3:00 Final session for Pecha Kucha practice presentations in front of full group

3:00-4:00 Using a Picture/Infographic to Tell Your Story

5:30 Dinner

7:30 BEER Talks.

 **DAY 2. Thursday November 17th**

Place: 36th Floor, Tower B, IFC Building 8 Jianguomenwai Avenue Chaoyang District, Beijing, China

地点：耶鲁北京中心，北京市朝阳区建国门外大街8号国际财源中心B座36层

9:00-9:15 Reflection on BEER talks and Today's Agenda

9:15-10:30 Presentation Practice

10:30-11:30 Media Interviews—Perfecting your Elevator Speech

11:30-12:00 Presentation Practice

12:00 Lunch with 1 presentation from one trainer

1:00-1:40 Presentation from guest speaker

1:40-2:15: Presentation from final 2 participants.

2:15-2:30 Tea Break

2:15-3:00 Groups split in two and practice giving the Media Interview ppt and running a breakout with their partners. Chose which one or two in each group will be giving this presentation on Friday.

3:00-3:45 Brainstorming on Roleplaying Exercises and Sessions for Kunming Training

3:45 Free Time

5:30 Dinner

7:00 Talk at GreenDrinks

Talk at Yale Center

Day 3, Friday November 18th

Teaching Practice November 18, 2016 Yale Center Beijing

Place: 36th Floor, Tower B, IFC Building 8 Jianguomenwai Avenue Chaoyang District, Beijing, China

地点: 耶鲁北京中心, 北京市朝阳区建国门外大街 8 号国际财源中心 B 座 36 层

11:00 Set Up

TOT folks arrive to get ready for their presentations.

12:00-12:30 pm Aspiring Storytellers Check in and get Bento box

Participants get packets and group assignments.

12:30-1:15 pm

Storytelling Talks

As participants munch on their Bento box lunches, five of our trainers will give short talks to demonstrate some good storytelling presentation techniques (two Pecha Kucha talks, one ppt, one Axe and one “naked”). Group will then be split into two training sessions.

1:15 split into two classrooms

1:30-2:30 pm

Presentations that Make a Splash

How do you create storytelling presentations that can make a splash? Using SUCCESS and other building block principles in the design and execution of your presentation will help you show audiences why your research/projects are important and what steps they can take. Trainers will review the ingredients of what makes a dynamic and informative presentation and in groups of 4 participants will work on the presentation worksheet. Each group will create and present a dynamic and clear 5-minute presentation based on what they learned in this session.


2:30-3:50 pm

Infographic Development

To create a powerful infographic one often needs a good designer, but designers cannot make a good infographic without a good story. The trainers will outline strategies in creating infographics – from idea conception and design to data and distribution. The participants will split back into their small groups to draft their story angles and ideas for an infographic that relates directly to their work (e.g., highlight an environmental issue harming their community,



illustrate the complex linkages between nutrition and education). Each subgroup will have a facilitator and brainstorm 2-3 story ideas and complete rough sketches of 2-3 possible infographics. Groups will report back to the group to review infographic storylines and sketches. **Tea and snacks will be available during breakout session.**

4:00-5:00pm**

 **Lightning Presentation** 
Photos and Film Tools for Storytelling

Sean Gallagher (Environmental Photographer and Filmmaker) will give a talk on how to use photos and film to tell stories. Participants will participate in a short breakout exercise.

5:00-6:00pm**

 **Lightning Presentation** 
Crafting your Elevator Speech for News Media and Beyond

Media interviews (or interviews by a potential funder!) are fast moving and challenging, but with practice you can use them as a means to get your research story out to a broader audience. In this section we will provide you tips on how to prepare and master your elevator speech. We will split into groups and have you “interview” each other and each group will nominate two individuals to give their elevator speech to the full group and some may be awarded a “sweet” grant.

6:00pm

Aspiring Storytellers Are Wished Good Luck!

6:15pm

Dinner

**** Sean will be giving talk to each of the two classrooms, so these last two sessions will be flipped for one room.**