

OFFICE ZEN

The Eightfold Path toward Achieving Storytelling Enlightenment

传播即修行



Betcha can teach your team to do a PechaKucha (20 slides x 20 seconds).

Organize brown bag lunches for everyone to give a talk.

Find opportunities to give public talks.

Establish outreach goals and objectives.

Think strategically about your story for different media.

Tap into the CEF and GEI online toolkit.

Create an editorial calendar to manage the distribution of stories.

Track the impact of your stories.



**Wilson
Center**

CHINA ENVIRONMENT FORUM