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# The art of STORYTELLING

↑ yeah, this title is so overused.....

TALK COCK, SING SONG, BUILD BRANDS!

WITH ALVIN TEOH

(This is better, but I was told it's too long so it ended up here as a subhead.)



It's not sorcery. It's just good storytelling. And that's what this workshop is all about:

Tell a story to create a feeling that will stick to your logo and people will buy your stuff because people buy feelings!

## **INTRODUCTION**

Stories – they’ve existed since man learnt how to communicate. They give context to things, creates meaning, fires our imagination, makes us feel things, compels us to act, forms and shapes our beliefs and helps us understand and make sense out of the world we live in.

Stories are what make us humans, yet so many of us are poor in the art of storytelling. This workshop will break it all down in an attempt to help people understand the need for this illusive art form and provide the fundamental approaches to enable people to do what the human species have been doing since the dawn of his existence.

We will be covering the ‘why’, the ‘what’ and the ‘how’ of storytelling through a series of casual talks, sharing of successful storytelling (local & foreign), case studies of consistent brand building via storytelling, workshops and group assignments.

### **A 2-day workshop with Alvin Teoh**

**Who should attend:**

- Account Directors, Account Managers, Planners, Copywriters, Art Directors
- Marketeers - Product Managers, Marcom Managers
- In a nutshell, **ALL BRAND BUILDERS**

**Dates:** 26 & 27 October 2017, Thursday & Friday, 9am - 5pm

**Venue:** VSQ @ PJ City Centre

**Fee :**

RM 2,900 per pax

**RM 2,750 per pax for Early Birds before 13 October 2017**

**RM 2,750 per pax for groups of 2 or more**

*\*Subject to 6% GST*

**To book:**

Call Kam (03) 7932 1833 / 016 4110577

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## **COURSE OUTLINE**

### **DAY 1**

**Module 1:** What are stories and why they matter.

**Module 2:** Stories are rooted in the human experience.

#### **Mini group assignment 1**

**Module 3:** The pattern of storytelling.

**Group exercise 1:** Spotting the patterns.



**Group assignment 2:** Application of storytelling patterns in: a presentation, a script, a marriage proposal.

**Module 4:** Wrap-up for the day.



# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOPS

### DAY 2



**Module 5:** The narrative - how beliefs are presented in story form.

**Mini group reflection:** Identifying the narrative in the things we believe in.

**Group exercise 2:** Narrative application on - a movement, a product, a company.

**Module 6:** The 3-act method - How Steve Jobs applies the Hollywood method to sell stuff.

**Mini group exercise 3:** Playing the different acts.

**Module 7:** Making stories personal - the Pixar approach.

**Group assignment 3:** My ten minute friend.

**Module 8:** Presentation and reflection.

**Module 9:** Final wrap up.

## THE TRAINER



**Alvin Teoh**  
*Executive Creative Director*  
*Naga DDBTribal*



In his 21 years in the ad industry, Alvin Teoh has won both creative and effectiveness awards locally and on the global stage. Starting out as a Junior Art Director at NagaDDB, he somehow survived bad briefs and cold pizzas and became the ECD. After having worked in a huge variety of Brands, from tourism to automobiles, from paint to telcos, he's come to believe in the human approach to Brand building and that Brands have a role to play in society because what they do should matter to people. After all, doing good is good for business.

He currently leads a department of over 50 people and constantly tries to get them to be story-tellers because while things are changing so fast in the digital world, people still hunger for a good story. This is why he describes his job as a story-peddler. And through it, a Brand story becomes a part of popular culture.

When he is not working, he is a husband of one and a father of 3. He's got a house full of animals and spends his free time (or what little of it) working with youths, refugees and the homeless. All of which are great because that's where the stories come from (some of which were used to help build brands that we love today).