



tap^L
Training Academy for Professionals

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#byAlvinTeoh



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: 30 & 31 October 2018, Tuesday & Wednesday, 9am - 5pm

Venue: VSQ @ PJ City Centre

Fee:

RM 2,900 per pax

RM 2,750 per pax for Early Birds before 15 October 2018

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

To book:

Call Yante (03) 7932 1833 / 012 267 5676

Call Anthony (03) 7932 1833 / 010 220 7849

Email us at tapleaders@tap.iact.my

COURSE OUTLINE

DAY 1

Module 1: The substance of stories.

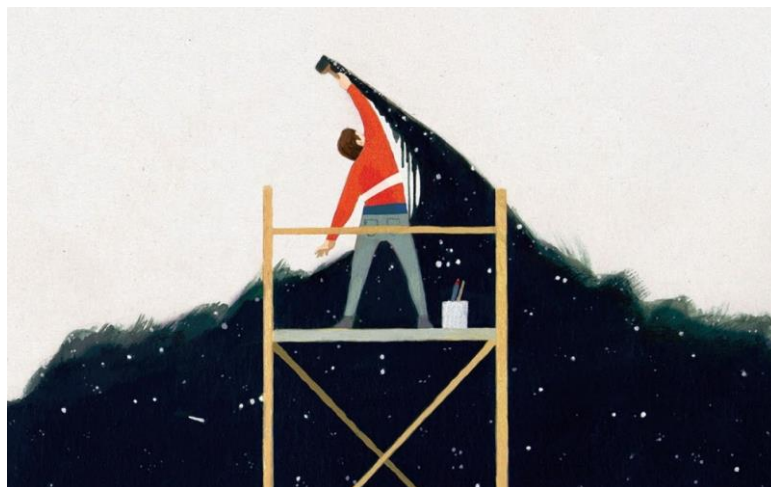
a) Understanding the human condition.

What are people looking for in stories? Why do some stories make a lasting impression?

We'll explore the 5-key elements of crucial to engagement and why it is important to reflect on what the human experience is.

b) Group exercise – My 10-minute friend.

People look different on the surface. But underneath, there's so much we have in common. How do you use these insights to power a story?



Module 2: Purpose-driven stories.

a) Heart vs mind.

At the heart of every story, there is a bigger narrative. What is a narrative? Why does it matter?

Here, we explore the Golden Circle to give purpose to your stories. This is essential knowledge for brand-building.

b) The crossroad: the meeting place of brand and people.

A brand narrative that respects the human condition makes an impression that lasts. Here, we will conduct another group exercise to guide participants to find that meeting point of brand and people to define the narrative, the belief and mission of the brand.

DAY 2

Module 3: Methods of storytelling.

a) The hero's journey.

Stories have structure and these structures help guide good storytelling skills. It gives form to a long-form, making them engaging. It breaks down short-form into little parts to get the most emotion out of 30 or less seconds. Applying the hero's journey across all durations will help us to adapt to a huge variety of duration without losing the plot.

b) Ads vs Content.

The consumption habits of people online are vast. Here we'll explore the 4 things that will help give your videos a better chance of going viral. We'll be looking at content that has organic reach. We'll be covering everything from 6 seconds to long form.



Module 4: Embracing the medium: how to turn channels into allies.

a) Meaningful disruptions.

Can we turn forced interruptions into something that people actually want to watch? Can the nature of a channel be an aid to stories? Here we'll explore different ways to tackle all the smart ass ideas media people come up with.

b) YouTube vs Google: Which is better for stories?

The stories we create have different roles on different platforms. There should not be a blanket solution across platforms. People consume them differently. Their mindset operates differently on various platforms. If we understand this, then your stories can navigate these spaces nicely.

c) Cross platform storytelling: how to say the same thing differently.

Communities are beginning to live in isolation according to platforms. While the traditional 'Big Idea' approach is still crucial, we also need to understand the 'Whole Idea' approach where a brand story wears different masks to reach different communities. The old way of having one look and one feel is becoming irrelevant. Is it possible to be different things to different people while still being one brand? If so, how the bloody heck can we write stories that cater to them all?

d) Mini assignment: One narrative. Many stories.

Here, we combine the narrative and the application of the hero's journey to write stories across platforms. We will include branded content, long-form, mid-form and micro films, pre-rolls, the cursed mid-rolls and in all permutations.

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).