

THE  
*story*  
WHISPERERS

**Storytelling  
Workshops**

If you want people to remember you, tell them a story.

**That's why we created  
a series of workshops that  
you'll never forget.**





## Why Storytelling?

A well-crafted story engages people like nothing else. Whether you're sharing a story in a presentation, client meeting, online or otherwise, storytelling has so many practical uses to help you:

- Deliver a stronger, more engaging and memorable talk or presentation
- Tell a story that keeps people on the edge of their seats
- Communicate and sell ideas through in a clear and more impactful way
- Connect with clients, colleagues and audiences more authentically



## About the Workshop

Each storytelling workshop is completely customized to your needs and can range from half-day to multiple day sessions.

Each workshop features:

- Interactive group activities
- Story mining exercises
- Sample live stories
- Story development
- Workshopping material
- Feedback
- And more



## What You'll Learn

In this interactive, informative and fun storytelling workshop, you will learn:

- The 5 essential elements of every story
- Practical ways to engage your audience in person and online
- How to take a simple anecdote and transform it into an unforgettable story
- How to cater your stories to various audiences and connect with them authentically
- How brands can create a compelling human story that will not only captivate an audience, but drive them to action

# About the Instructors



**Robin Gelfenbien** kicked off her career behind the wheel of the **Oscar Mayer Wienermobile**. Today she is the Host and Creator of the live storytelling series and podcast, [Yum's the Word](#), that features her homemade ice cream cakes. The show has been named a New York Times and Time Out New York Critic's Pick.

She was a **Featured Speaker at New York Social Media Week for a session on storytelling and business.**

As a Creative Director/Copywriter, she has spent over two decades creating compelling stories for **Colgate, Nikon, Bertolli, SundanceTV, Food Network, Vera Wang**, among others. She has also worked at **VaynerMedia, Ogilvy, Y&R, McCann** and more developing digital, video, and social media campaigns for their clients.

Robin holds a B.S. degree in Marketing & TV/Radio/Film - Writing from the S.I. Newhouse School of Communications at Syracuse University.

[www.robینگelfenbien.com](http://www.robینگelfenbien.com)



**Michelle Walson** is the founding producer of the live storytelling show and podcast, [RISK!](#), which gets over 1.1 million downloads every month and has been hailed as one of the best podcasts of 2015 by iTunes.

From **SNL's Rachel Dratch** and **The Daily Show's Aasif Mandvi** to professionals from **IBM, Google, Time** and **Saatchi & Saatchi**, she has spent the past seven years helping people hone their true stories for performances and presentations.

Michelle has taught storytelling at The Peoples Improv Theater, The Story Studio and The Women in Comedy Festival, and her students have won Moth StorySLAMS, performed solo shows and published memoirs.

She holds an MFA in Film Production from NYU's Tisch School of the Arts, an MS in Television Production from Boston University and a BA in Creative Writing from Brown University.

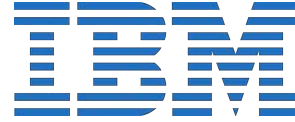
[www.michellewalson.com](http://www.michellewalson.com)



# Clients & Kudos

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## Partial Client List



SAATCHI & SAATCHI

Parents

Featured in



**strategy&**  
a division of





“I have to present (often external to C-level marketing execs) several times a week at Google, and I've incorporated best practices and techniques that I learned from Michelle into presentations that would have been sterile or jumbled otherwise.”

— Dave Bledin, Global Head of Audience & Data, **Google**

“They create a friendly and collaborative environment and the tools to shape a better story. You're able to become a more influential storyteller at work, in your work, and even your personal life.”

— Eve Pollet, Trends & Innovations Strategist, **Saatchi & Saatchi**

“Not a single moment wasted in this highly engaging, practical and yes, FUN, storytelling workshop.”

— Shana Lory, Leadership Facilitator, **Citi**



“Robin and Michelle ran an engaging and interactive workshop for a large group of our salespeople and marketers. We had fun developing storytelling skills and learning how they can benefit our selling strategies and client communication.”

— Susan Joyce, Marketing Director, **Parents Magazine**

“On a recent business trip abroad, I weaved in personal stories throughout my presentations to both large and intimate-sized audiences.

The feedback was extremely positive, and I know the personal stories made all the difference. I credit the class for giving me the skills and confidence to do it.”

— Amy Swotinsky, Director of Marketing, **IBM**

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STORYTELLING FUN-0-1

5-PART STORY STRUCTURE

- ① HOOK
- ② INCITING INCIDENT
- ③ RISING ACTION
- ④ MAIN EVENT
- ⑤ RESOLUTION

Want more info?

Contact Robin at  
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