

Storytelling (Virtual)

Course Description

This course is provided through a partnership with FEMA.

We can boost our community engagement and outreach efforts by using authentic, relatable, and emotional narratives that help listeners connect with the message. These stories are even more important in virtual environments where it can be hard to hold a listener's attention. This training will delve into the science behind behavioral biases in the decision-making process and tap into the power of stories to inspire change.

Practice telling stories as a risk communication tool with your peers in this workshop!

This 90-minute virtual workshop focuses on:

- Learn behavioral science case studies that show the effect storytelling has on decision making.
- Develop stories based on your message.
- Practice using stories instead of facts.
- Begin to build your bank of stories.

This workshop will be facilitated by Kellie Mullen. Kellie, a recovering reporter, uses her television and radio newsroom experience to coach Fortune 500 executives and government agencies on how to clearly and confidently present their messages.

Audience

This workshop is for anyone who wants to communicate more effectively and persuasively in virtual environments. This training allows up to 30 registrants.

Prerequisites

None

Registration

Registration is required at www.idahoprepares.com.

This workshop is capped at 30 registrants.

*For questions about registration, visit www.ioem.idaho.gov/idaho-prepares-faqs/.

Date(s) & Time(s)

June 21, 2022

9-10:30am MT

Register by: June 17, 2022

Location

Virtual

*a link to the virtual room will be sent to all registrants prior to the workshop.

Course Tuition

No cost for this class.

State Contact

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