

I N D H R A N



STORYTELLING WORKSHOP

24TH SEPTEMBER 2018
SIME DARBY CONVENTION CENTRE
8.30AM – 5.30PM



Storytelling for LinkedIn

Grow your business on the world's largest professional network with storytelling

Storytelling is one of those buzzwords many like to use but few understand. And even fewer know how to profit from, especially on a platform like LinkedIn

Many businesses fail to get traction on LinkedIn because they miss out on vital components of their strategic story. Storytelling on LinkedIn works – but only if your story connects with the platform.



“If you’re not telling stories on LinkedIn, you’re missing out!”

COURSE OUTLINE

This highly focused seminar and workshop conducted by Indhran, explores the art and science of storytelling on LinkedIn, drawing upon everything from ancient lessons of Aristotle to the latest techniques of Hollywood screenwriters.

- 1 Reinforce your reputation: Learn how to share your company's story, and develop trust and subject-matter authority through regular updates and customer recommendations.
- 2 Generate leads and referrals: Discover how to add value and participate in business communities. Especially for business-to-business firms, these connections can drive referrals that result in new clients, customers and contracts.
- 3 Showcase products and services: Learn how to use LinkedIn's company pages to effectively communicate what you have to offer, and then tailor your stories for different industries, groups and demographics to ultimately drive sales
- 4 Build your brand: Uncover the tricks that experts use to leverage current and previous employees use of LinkedIn – and link this growing network back to your company page, expanding your brand presence.
- 5 Attracting new talent: Learn how to tell stories and attract passive candidates in a diverse talent pool and make your job as a recruiter significantly easier.

Storytelling principles will be illustrated with real-word examples from a variety of media on LinkedIn. Moreover, these key storytelling principles will then be put immediately into practice as attendees create and present their own stories, with special attention paid to structure, forward motion, drama, resolution and elements of virality.

Workshop participants will leave with a better understanding of how to uncover the right story and tell it well on LinkedIn and beyond, be it a speech, an essay, a video or a Powerpoint™ presentation.

WHO SHOULD ATTEND

Marketing teams that need to engage their audiences on LinkedIn

Content publishers responsible for creating content on LinkedIn.

Recruiters looking to evoke a feeling of excitement and anticipation with passive candidates

Anyone who needs to command attention on LinkedIn, and leave a lasting impression

ABOUT THE TRAINER

Indhran is CEO and Founder of the Sunshine Group, an integrated communications group with offices in Sydney, Singapore and Kuala Lumpur that helps brands gain visibility, generate leads and grow exponentially.

Before setting up Sunshine in Australia in 2008, Indhran worked at the HSBC Group, one of the largest banking and financial services institutions in the world, where he rolled out brand driven initiatives for 33,000 HSBC employees impacting 80 million customers worldwide. His efforts contributed to HSBC's spectacular leap to No. 23 on The Interbrand Best Global Brands list (ahead of Nike and Apple) in 2008.

Over the years, Indhran has helped enhance brands such as HSBC, Electrolux, Frost & Sullivan, Oxford University, GEMS Education and AstraZeneca to name a few.



Brands trust him to develop provocative, distinctive, and credible content to enhance their reputation as innovators, trusted advisors, and global thought leaders with audiences that matter most.

WORKSHOP PROGRAMME

8.30am

Registration

9.00am

Introduction
to the trainer

9.15am

**OVERVIEW:
Recognising
a Good Story**

10.30am

Morning Cofee Break

10.45am

Storytelling for LinkedIn

Play Nice with
Facebook & friends

12.30pm

Lunch

1.30pm

Hands on: The Big Idea
Story Deep Dive

3.30pm

Afternoon Cofee Break

3.45pm

**CONTENT YOUR
STORIES:
Tools, Tips, Tricks
& Techniques**

Distribution, Promotion
and Influencer Outreach

Discussion & Concluding
Remarks

5.30pm

End



LEARNING OUTCOMES

By the end of this LinkedIn Storytelling workshop course you will:

- Understand new rules of brand storytelling on the world's largest professional network
- Learn how to turn a dry brief into engaging content
- Know how to analyse and craft digital story plot structures
- Better understand LinkedIn best practices
- Better understand principles of virality.
- Better understand and analyse LinkedIn tools

Get started with storytelling today and reach your ideal targets on the world's largest professional network.



REGISTRATION FORM



STORYTELLING WORKSHOP

date:

24TH SEPTEMBER 2018
8.30am – 5.30pm

admission fee:

RM1,650 per pax

RM1,500 per pax for group
of 5 pax and above

venue:

Sime Darby Convention Centre
1A, Jalan Bukit Kiara 1,
60000 Kuala Lumpur Malaysia
Tel : (+603) 2089 3688



PAYMENT DETAILS:

CHEQUE MADE PAYABLE TO:
**SLEDGEHAMMER COMMUNICATIONS
(M) SDN BHD** 289967-W
22B, Jalan Tun Mohd Fuad 1,
Taman Tun Dr. Ismail,
60000 Kuala Lumpur, Malaysia

Bank Transfer to RHB Bank Berhad
2-14389-000-10505
Swift Code: RHBBMYKL

CONTACT INFORMATION

NAME _____ DESIGNATION _____
ORGANISATION _____
CONTACT NUMBER _____ EMAIL _____
POSTAL ADDRESS _____

PARTICIPANT/S DETAILS

NAME _____ DESIGNATION _____
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Registration & Payment

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before course commencement.

Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the course due to unforeseen circumstances.

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