

# TELLING YOUR STORY

## The State-of-the-Art

Soft Skills Training Series Tailor-made for EIA Professionals



## storytelling

inspire & engage

What is new today about the art of telling stories is the **purposeful use of narrative** to achieve a practical outcome with an **individual, a community, or an organization**.

How to relate environmental issues and difficult concepts to the public?

How to **get your message across**?

**WHO** ?  
is telling the story

**Mr Lee Kam-hung**  
**李錦洪先生**

- Publisher and Chief Editor, Christian Times
- Host of radio news programme "Digital Morning News", DBC
- Part-time lecturer in EMBA programme, City University of Hong Kong

## WHAT

do I learn from this course ?

- ✓ Tell your **own story** and **reconstruct** self and organisations
- ✓ **Understand the world** through stories and storytelling
- ✓ Relate **environmental issues** and difficult environmental protection **concepts** to the public **with a story**
- ✓ Acquire storytelling **techniques & skills**
- ✓ Storytelling for **selling & corporate image building**

## Session 1 on “Theoretical Framework of Story Packaging and Storytelling”

**Date:** 26 Aug 2014 (Tuesday)

**Time:** 19:00 – 22:00

**Trainer:** AWTC (Lo and Lam) Consultancies Ltd

**Class size:** 30 (maximum)

**Venue:** Room 103, HKCSS Duke of Windsor Social Service Building,  
15 Hennessy Road, Wanchai

**Price:** HK\$250 (for HKIEIA members); HK\$ 500 (for non-HKIEIA members)

**Format:** Lecture, tailor-made case discussion

## Session 2 on “Practical Tips of Storytelling in Public Communication”

**Date:** 2 Sep 2014 (Tuesday)

**Time:** 19:00 – 22:00

**Trainer:** AWTC (Lo and Lam) Consultancies Ltd

**Class size:** 15 (maximum)

**Venue:** AWTC Training Centre, 24/F Admiralty Centre Tower 2,  
18 Harcourt Road, Admiralty

**Price:** HK\$500 (for HKIEIA members); HK\$1000 (for non-HKIEIA members)

**Format:** Individual exercise, critique & debriefing

## CONTACTS



For  
Enrolment  
details or  
enquiry,  
feel free to  
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## ENROLMENT DETAILS

Non-members are welcome but registration priority will be given to HKIEIA members.

**Participants can choose to attend any session but are encouraged to attend both sessions for completeness.**

If you are interested, please click on to this link for on-line registration:

[https://docs.google.com/forms/d/1wmlz4jg8kW-GQhltk7TqW\\_e10UKKMPSBI-US6foln40/viewform?c=0&w=1](https://docs.google.com/forms/d/1wmlz4jg8kW-GQhltk7TqW_e10UKKMPSBI-US6foln40/viewform?c=0&w=1)

Successful registration and payment detail will be informed separately.