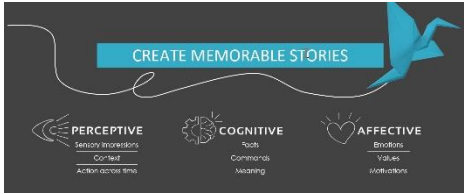


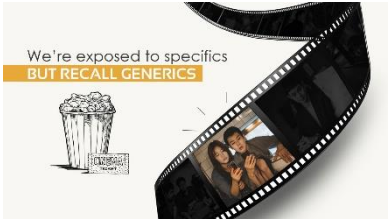


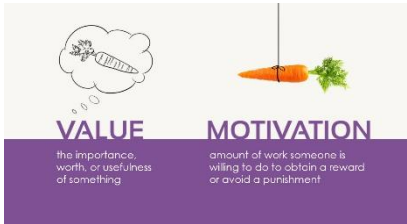


Memorable Storytelling | learning outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
unlock the power of stories		Discover why you need to tell stories in your marketing content that appeal to memory.	<ul style="list-style-type: none"> Why memorable storytelling is important to marketers The three components that underpin the science of memorable storytelling 	12 minutes
Perceptive				
sensory impressions and context		Appeal to the senses and incorporate sensory impressions and context in your own stories.	<ul style="list-style-type: none"> What the science says about sensory impressions in stories How to include specifics to mobilize the brain and invoke the senses 	15 minutes
action across time		Include action across time in your stories to improve memorability.	<ul style="list-style-type: none"> Why action across time is important to stories How to include action and reaction across time 	9 minutes
Cognitive				
facts and commands		Present facts and commands in a way that's meaningful and memorable to your audience.	<ul style="list-style-type: none"> The research supporting facts and commands How to create a balance between abstract and concrete elements 	11 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
meaning		Control the meaning your audience takes away from your story.	<ul style="list-style-type: none"> Use stories to inform people what to do with what they remember 	9 minutes
Affective				
emotions		Engage emotion to make your stories more memorable.	<ul style="list-style-type: none"> Why emotions impact memory How to provoke intense emotions from your stories 	8 minutes
values and motivations		Use stories as sidekicks so something else can be memorable.	<ul style="list-style-type: none"> How to tap into audience value and motivations Optimize your stories' memorability 	11 minutes