

THE ART AND SCIENCE OF STORYTELLING IN HIGHER EDUCATION

October 28-29th, 2019 | Denver, CO



Learn tactics and strategies to convey your institution's powerful stories in the most compelling ways.

OVERVIEW

Humans are wired for narrative, so stories can act as powerful motivators to those who are touched by them. Institutions are more likely to build connection, engagement, affinity, and inspiration with a story than with more traditional “sales-oriented” forms of marketing. While storytelling is often discussed in the world of higher ed marketing, few schools are doing it in a way that is intentional, strategic, and sustainable. To differentiate yourself in the competitive landscape of higher ed, it is critical to align your messaging with the unique needs of your audiences as demographics shift and generations change.

It takes creativity to know a great story and how to share it in a compelling and authentic way, but there is also a science behind effective storytelling. No matter the medium (written or visual), one must have insight and data about target audiences and a strong brand strategy to provide the roots for growing narratives. During this highly interactive workshop, you will explore storytelling through both artistic and scientific lenses and work with your peers and our expert instructors to hone the skills you need to create high-impact stories for your campus.

WHO SHOULD ATTEND

This program has been designed for higher ed marketing and communications professionals who are looking to enhance storytelling strategies. You will learn how to identify the right stories and match them to the most compelling medium in order to most effectively convey your narrative. You'll leave this event able to build a high-impact strategy across multiple digital channels and platforms.

AGENDA

Day 1

Registration and Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Introductions

9:00 - 9:15 a.m.

Building Your Storytelling Philosophy

9:15 - 10:30 a.m.

A sustainable storytelling strategy must be rooted in a philosophy that is shared across the team, and it should be tied to the greater mission and vision of the institution. What is your current institutional approach to storytelling? During this session, you will see examples of great storytelling, reflect on how storytelling is currently handled at your institution, and begin to think about how you would like to approach it moving forward.

Morning Break

10:30 - 10:45 a.m.

The Science of Storytelling: Leveraging Data to Understand your Audience (Includes activity)

10:45 a.m. - 12:00 p.m.

Before writing a story, you must understand your target audience. What sort of data will help with storytelling? Our expert instructor will discuss how to gather insights on your target audience to help you craft high-impact stories for them. Gathering the right data is also a key piece of gaining buy-in from institutional leadership.

Lunch (included in registration fee)

12:00 - 1:00 p.m.

Finding the Right Stories and Choosing Your Platform (Includes activity)

1:00 - 2:15 p.m.

Once you understand your audience and their preferences, it is time to unearth the stories you want to share and use data to identify and utilize the best medium. Our instructors will provide an overview of best practices for finding and soliciting powerful stories on your campus and how to convey your message on the right platform to effectively reach your targeted audience.

Afternoon Break

2:15 - 2:30 p.m.

Practice: The Art of a Compelling Story

2:30 - 4:30 p.m.

During this interactive session, you will learn the core principles of compelling storytelling and hone your own practice through small group activities.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

AGENDA

Day 2

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Building Storytelling Strategy and Prioritizing Channels for Generation Z

9:00 - 10:15 a.m.

It is critical to have a brand strategy to serve as the beacon for your storytelling efforts. You will learn about brand strategies at various institutions and the stories that were crafted within these frameworks. You will also explore Generation Z, a growing and important cohort to understand. Armed with these examples, you will begin prioritizing the types of communication channels (e.g., social media, print, film, etc.) you want to focus on and start crafting a storytelling strategy for yourself and your area.

Morning Break

10:15 - 10:30 a.m.

Bringing It Home: Next Steps when You Return to Campus

10:30 - 11:45 a.m.

Your ability to directly impact brand strategy at your institution can vary greatly depending upon your role. This presentation will provide you with steps you can take back to campus to help enhance storytelling practices from both the bottom-up and top-down.

Conference Wrap-Up and Evaluations

11:45 a.m. - 12:00 p.m.

INSTRUCTORS

Elizabeth Scarborough Johnson

Chief Executive Officer, SimpsonScarborough

In addition to clocking more cell-phone hours in airports and rental cars than George Clooney in *Up in the Air*, Elizabeth is a nationally recognized expert in the use of research to drive marketing and branding efforts. With over 25 years of experience conducting market research studies, she's an industry leader in providing strategic marketing solutions to colleges and universities.

An expert in survey instrument design, sampling plan development, data analysis, and the compilation and presentation of marketing intelligence, Elizabeth pioneered the transition to data-driven marketing strategies in higher education.

She's presented more than 200 workshops and papers at a veritable alphabet soup of higher education-related conferences and symposia, and chaired the American Marketing Association's Symposium for the Marketing of Higher Education from 2007 to 2011.

David S. Peck

Vice President for University Relations and Adjunct Professor, Department of Communication Studies, Azusa Pacific University

With degrees in business and psychology, David Peck's expertise lies in branding, marketing, public relations, social media, and visual storytelling. For 21 years, he has been responsible for promoting and protecting the brand at Azusa Pacific University. Peck and his team have received numerous CASE, Telly, and UCDA awards throughout his tenure. Peck has taught for the past nine years with Azusa Pacific University, Fielding, and UCLA.

Prior to higher education, Peck was involved in distribution, exhibition, and marketing at Buena Vista Pictures Distribution (Walt Disney Co.) as well as United Artists Theatres (now a part of the Regal Entertainment Group).

Mike Petroff

Director, Content Strategy, Harvard University

Mike Petroff is Director of Content Strategy at Harvard University, where finds innovative and effective ways to bring Harvard stories to the world through digital platforms. His team produces, distributes, and measures multi-channel content for a variety of flagship properties including Harvard.edu and associated websites, the Harvard Gazette, email newsletters, and evolving social media and mobile platforms.

Outside of Harvard, Mike regularly presents at conferences including Confab, SXSW Interactive, and CASE on content strategy, social media, and analytics.

Before joining Harvard University, Mike led web marketing, content development, and online recruitment efforts for Emerson College's Enrollment and Financial Aid Office.

ACADEMIC IMPRESSIONS STAFF

Kate Poisson

Program Manager, Academic Impressions

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad.

Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

LOCATION

October 28 - 29th, 2019 | Denver, CO

Hotel:

The Curtis Hotel
1405 Curtis Street
Denver, CO 80202
(303) 571-0300

Room rate:

\$199 + tax

Room block dates:

The nights of October 27 & 28, 2019.

Room block cutoff date:

October 6, 2019.

Reserve Your Room: Please call (303) 571-0300 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues