

15th MAY

MASTER STORYTELLING

WITH

PILAR BARRIO



Pilar Barrio works with Google as a lead facilitator for their Digital Academy, where she trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her compelling style is straightforward, energising, stimulating of discussion and regularly inspires listeners into action.

In her key areas of expertise; video, social media and content marketing, Pilar has advised hundreds of brands looking to cut through the noise of the digital space. Having worked over 10 years at media groups such as Aegis or Havas Media, Pilar combines the know how of the top agencies and the expertise working all around the globe with some of the best brands.





STICKY STORIES & ACTIVE CUSTOMERS

OVERVIEW

Plan and distribute your digital content effectively by using innovative production models and smart targeting.

Storytelling is the future of marketing, as a tool that helps us stand out in a world where attention spans are short and our target audiences move fast, scrolling down social feeds.

Learn to unlock stories that will connect with your audience, in an effective and seamless way, with inspirational examples and a step-by-step methodology developed by Pilar Barrio

DEVELOP

a content engine in-house & maximize your budget

BREAK

traditional content models and use new digital platforms

COLLABORATE

with influencers, partners and customers to create better content

HOW TO

personalise your advertising, using smart targeting

HOW PROGRAMMATIC

technology can help you target your advertising efficiently



OBJECTIVES

WHO IS IT FOR:

- Marketing Director
- Brand manager
- Head of Content / Content manager

WHAT YOU WILL TAKE AWAY:

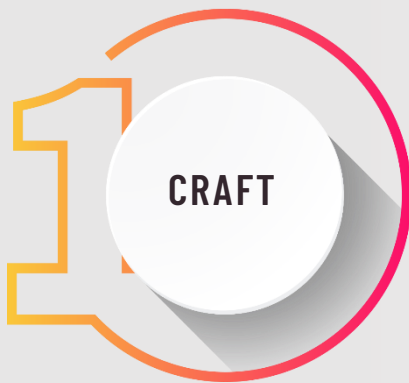
- Three simple steps, with which you will be able to design your brand storytelling plan
- Getting inside your customers' heads using digital insights and using data driven storytelling
- How to find the sweet spot between your audience's mindset and what your brand can offer
- Being able to make the impact of your stories last and creating a following around your brand
- You will get to create a piece of work you can start actioning when you go back to the office
- You will create a plan to launch your value content in the at the right time
- A step-by-step process to craft a good story for your brand, bringing you great results
- How to brief your teams to give you all the content variations you will need for each digital channel
- How to maximise your budget across many different platforms in an effective way

WHAT YOU WILL LEARN:

- Understand the economics of attention in digital platforms and how to break through this sea of noise
- Unlock stories that will connect with your audience, in an effective and seamless way
- Dive into emotional marketing techniques and the storytelling hooks to capture and retain people's attention
- Brainstorm and storyboard your first video, create a piece of actionable work
- Learn how to use micro-content and mini ads in a personalised and cost-effective way
- Explore trends like immersive video content, customer-led storytelling and personalisation
- Planning how and when you release your stories into each digital platform
- Go beyond just writing meaningless content calendars and understand how, in social platforms, less is more
- Learn what works and know how to tailor your content to each of the digital platforms



FLOW OF THE DAY



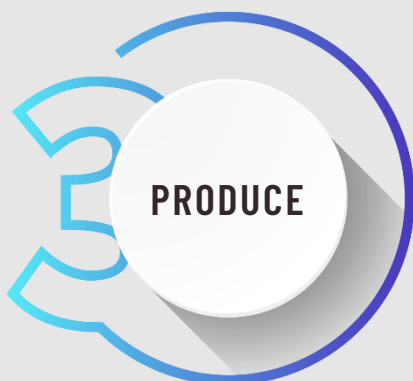
INCREDIBLE STORIES

We will teach you in this one day workshop a step-by-step process to craft a good story for your brand that really connects with your potential customers, bringing you great results.



SMART BUDGETING

We will also show you how to plan and produce your content in a way that your budget is maximised and you can distribute it across many different digital and social media platforms in an effective way. We call this bite-size content strategy.



UNFORGETTABLE CONTENT

You can just invest in one day of video production and end up with hundreds of pieces of content, from video, to photography, to podcasts and so on. One day of production can give you 3 to 6 months worth of great content.



AGENDA

SETTING THE SCENE

- Behaviours and introductions
- Your marketing challenge
- Brand toolkit and introduction to 3 step process

STEP 1: AUDIENCE

- Identifying opportunities to connect with your audience
- Finding the sweet spot
- Crafting your messages

STEP 2: TELLING MEMORABLE STORIES

- Storytelling pillars
- Creative inspiration
- Creation part #1: Writing down your story
- Creation part #2: Storyboarding
- Creation part #3: Shooting
- Production planning tips

STEP 3: SHARING YOUR STORY

- Content planning: bite-size content publishing strategy
- Targeting and distribution of content
- Community building: finding your tribe and growing your audience
- Action plan

CLOSURE

- Satisfaction survey + Conclusion and take aways



PRICING

TICKET OPTIONS | ALL PRICES PER PERSON

EARLY BIRD OFFER TILL 14th FEBRUARY

EARLY BIRD

€650



BRAND SURGERY

DAY 1

STANDARD PRICE

€750

EARLY BIRD

€650



MASTER STORYTELLING

DAY 2

STANDARD PRICE

€750

EARLY BIRD

€1100



SURGERY + STORYTELLING

DAY 1 + 2

STANDARD PRICE

€1400



BOOKING / QUESTIONS

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VENUE

Marriott Courtyard

József krt. 5,
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Hungary