

B How to create great content on BrightTALK

Industry Storytelling: Business Narratives that Resonate

About this webinar

The core job of today's marketers is to build communities around the topics that people are passionate about. To know what matters to them, to engage them, and to help them feel part of these communities with powerful stories. And for many marketers, the gift of storytelling is a natural one.

But not everyone is a born writer or brand minstrel, and knowing what will work for your audience takes more than data and clever messaging alone. Thankfully, everyone has the ability to tell stories that matter. It's a skill that you can learn, polish, and adapt for your specific role and company.

On Wednesday, June 28th, join BrightTALK and Prezi's European Regional Director, Spencer Waldron, to learn what it takes to keep your marketing efforts fresh, timely, and engaging. You'll also find out:

- How to turn user feedback, prospect needs, and industry trends into stories that stand out
- How to leverage the techniques and practices of renowned writers, speakers, and entertainers to develop more effective brand messaging
- Tricks and tips used by expert marketers to craft meaningful stories that will help you grow your user base

You'll also get to see a handful of great story examples broken down into their key elements and decoded.

Recorded Jun 28 2017 | 44 mins

Presented by

Spencer Waldron, Prezi's European Regional Director



Title

- ▶ Have a call to action: Asking a question
- ▶ Add descriptive keywords: How to, trends & best practices
- ▶ Highlight content format (panel, case study, research, etc.)

Abstract

- ▶ Statement. Challenge. Question. Solution
- ▶ Provide a detailed description (a minimum of 4-5 sentences)
- ▶ Focus on what the audience will learn by including key takeaways

Presenter(s)

- ▶ Notable experts your audience will trust
- ▶ Include the speaker's name, job title and organization
- ▶ Feature a short bio about the presenter in the abstract

Cover image

- ▶ Include an engaging, applicable cover image
- ▶ Showcase notable speakers by featuring headshots and short bios
- ▶ Don't be afraid to be creative!