

# EdTalk

| 15th February 2017 – 10:00 |

## STORYTELLING

***A BRAND NEW WORLD DESERVES BRAND NEW STORIES.***

There is no denying that stories have immense power in our lives. They can engage us, hypnotize us, frighten us or inspire us. But what can they do for business and for business? Are they able to attract consumers? Are they really important to brands? Because? This presentation will show you how good stories around the world have succeeded in getting brands to connect with people, not only to their consumers, but also to potential clients and influencers. Through countless examples, they will be guided by a true story about joy, passion and involvement.

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