

PATAcademy-HCD

December 7-9, 2016

PATA Engagement Hub, Bangkok, Thailand

EXPLORE THE ART OF STORYTELLING

OVERVIEW

WHY STORYTELLING?

Storytelling is one of the most universally human ways of communication. Stories bring life to data and facts. They're designed for sharing – easy to tell, easy to remember. Cultures have long used storytelling to pass on knowledge and content as stories are easily passed on from one person to the next.

In business, storytelling has become increasingly important as a way for individuals and entrepreneurs to distinguish their goods and services in a crowded marketplace. Stories help present facts in an interesting and memorable way to engage all types of audiences - from consumers and clients to your management team.

Stories influence, inspire, and educate. If you want your ideas to be heard, it must be rooted in a story that your audience can emotionally connect with.

PATACADEMY-HCD: THE ART OF STORYTELLING

Join us at the next PATAcademy-HCD programme in December 7-9, 2016 to learn how to create inspiring stories that touch the hearts and the minds of your audience.

The three-day programme will empower your business with the skills to tell compelling narratives of your products and brands, including:

- Generating realistic, narrative-driven user stories
- Identifying elements of powerful stories
- Choosing the most effective medium
- Learning to ask the right questions
- Gathering data and insights

SITE VISIT TO NANG LOENG

Field visits in and around Bangkok are built into our PATAcademy-HCD programmes because they are key to the immersive training experience. In this program, participants will experience **Nang Loeng neighborhood, where vibrant food market meets performance art.**

Nestled in the heart of Bangkok, Nang Loeng's century-old market is a food haven boasting local dishes and rare sweets from traditional recipes. It is also home to Thailand's first wooden movie theater "Sala Chaloem Thani", where legendary Thai actor Mitr Chaibancha appeared in hundreds of films between the 1950s-70s. Most importantly, Nang Loeng is one of the last strongholds of the performance arts that flourished in that era including the drama-dance 'Lakon Chatri', Khon classical Thai masked dance, and ballroom dancing.

ABOUT PATACADEMY-HCD

PATAcademy-HCD is an interactive training programme incorporating a series of intensive classroom interactions conducted by leading travel industry experts with practical activities, group assignments, networking events and field visits in and around Bangkok.

Participants will gain hands-on experience by working both individually and on team-based projects where presentations are shared at the end of the programme. From this intensive high-value training, participants take home practical marketing strategies to be applied and implemented in their respective organisations.

Participants who have successfully completed the course will be awarded a PATAcademy-HCD certificate entitled: 'Certified Asia Pacific – Explore the Art of Storytelling'.

PROGRAMME

Day One **Wednesday, December 7**

0900-0930 **Welcome to PATAcademy-HCD**
Mr Dale Lawrence, Chief of Staff, PATA

0930-1030 **Getting to Know Each Other**

1030-1200 **Connecting Through Stories**
Ms Nicola Eliot, BBC StoryWorks

This session will touch upon the different approaches to storytelling, and through examples, show how those approaches have helped BBC connect with their audience and what BBC has learned from them. Attendees will learn to ask the right questions, gather the right insights and use data to ensure that they stay on the right path of true engagement which will help them build a truly forward thinking brand to create immersive cross platform experiences.

BBC StoryWorks is the in-house creative studio or content production agency from BBC Advertising, embodying the BBC's creative spark and rigorous editorial quality to help brands connect through beautifully crafted storytelling.

1230-1400 **Lunch at Zen Restaurant**

1400-1500 **Through Storytelling, Disappearing Cultures APPEAR**
Ms Achiraya Thamparipattra (Achi), CEO & Co-Founder, HiveSters and Ms Chayanich Thamparipattra (Mint), Co-Founder and Chief of Sustainability

This session highlights how the APPEAR project on Social Innovation for Sustainable Tourism applies storytelling techniques to effectively evolve endangered cultural communities and disappearing historic neighborhoods into attractive, marketable, and sustainable tourism products in and around Bangkok.

HiveSters connects travellers with authentic experiences and local experts by curating fun, unique and sustainable Thai travel experiences.

1530 **"The Amazing Race in Nang Loeng, Vibrant Food Market & Performance Hub"**
Site Visit by HiveSters

Guided by local experts, participants will experience the hidden neighborhood of Nang Loeng, where local food haven meets performance arts, while immersing themselves in the unique culture and heritage of the community by partaking in the following activities:

Activity 1: Learn how to cook Pad Thai – local street food style

Activity 2: Learn how to perform a traditional Thai dance with grandma

Activity 3: Learn how to make vintage Thai perfumery garland (Pang Puang)

Day Two **Thursday, December 8**

Scott User Story Training

Trevor Weltman, Triip.me

Dung “Mos” Dang, Founder and Head of Product, Scott Experience Design

Scott User Story is a 1-day immersive training that teaches core concepts of successful product management and marketing – namely, user-centric design. The tools are accessible and relevant to both the technical and business sides of any modern organisation, from developers to marketers. Via practical hands-on activities that actively build empathy for target customers, participants will ultimately generate realistic, narrative-driven user stories to guide future marketing and product decisions.

Trevor Weltman has over 8 years of training experience, having lead courses in IT and personal development around the world in both Chinese and English. At present, Trevor is the Head of Growth for Triip.me – a global travel-startup in over 650 cities in 98 countries. Before Triip.me, Trevor worked at Google as an Account Strategist, Google Analytics Expert, and as a mindset and management trainer.

Dung “Mos” Dang is the Founder and Head of Product at Scott, a consultative-design company that solves complex problems of product development, working culture, and creative efficiency. Before Scott, Mos was a product designer, growth hacker and trainer at Atlassian - the largest software company in Australia.

0900-1030 Module I: Problem Statement Generation

In this module, Scott gives a process for how to begin the marketing or product creation cycle as accurately as possible to the true goal of the organization.

1030-1100 Break

1100-1230 Module II: User Empathy Map

In this module, Scott provides an interactive framework for helping teams understand the emotional needs of their target audience in a fast and highly organized way (it’s fun, too!).

1230-1400 Lunch at Audrey’s

1400-1530 Module III: User Story Part I

Using approaches from the first and second modules, this module helps translate the goals of the organization (Problem Statement) and needs of the user (Empathy Map) into a narrative story, going beyond demographic labels and into psychographic motivations.

1530-1600 Break

1600-1700 Module IV: User Story Part II

In this module, participants will form teams to edit and enhance each other’s user stories created from the previous module. Each participant will also share the stories they generated with the larger group.

Day Three **Friday, December 9**

0900-1030 Creating Compelling Stories Online

Matt Gibson, Professional Travel Bloggers Association/Xpat Media

This session outlines elements that are common to all good stories using both historical and modern examples. Matt will show how those elements can be used to reach your customers in any medium and on any platform. Learn how to use data to uncover the stories that your customers want to hear most, how to choose the most effective medium for your story, and how to create compelling stories

for all mediums and platforms -- from a 140-character tweet, to an Instagram photo, to a YouTube video series.

The PTBA is a non-profit organization made up of travel bloggers and travel industry organizations like yours. It is dedicated to helping travel influencers and industry work together through education, networking, and the creation of industry best practices.

1030-1100 Break

**1100-1230 Future Traveller Tribes 2030: Understanding Tomorrow's Traveller
Jackson Pek, Vice President and General Counsel, Asia Pacific, Amadeus IT Group**

Why do you travel? Do you look for peace and quiet over chills and thrills? Or do you prefer a hassle-free, pre-packaged holiday? When you make a purchase, what inspires you to buy? Do you like to plan in advance, or would you rather be offered something once you've arrived at your destination? Through storytelling, this session discusses six types of travellers, or "tribes", and explains how travel providers can sell their services more effectively to meet the unique needs of each tribe.

Amadeus provides the technology that keeps the travel sector moving - from initial search to making a booking, from pricing to ticketing, from managing reservations to managing check-in and departure processes. The company works in more than 190 markets with a worldwide team of more than 14,000 people.

1230-1400 Lunch at Baan Ying

1400-1500 Group Project Preparation

1500-1545 Group Activity and Presentation: Unveil Your Story

In this group exercise, participants collaborate in teams to practice the storytelling techniques and approaches learned from previous sessions. Each team will be assigned to apply storytelling elements to effectively market a product, service or destination of their choice. Participants will be required to present their story to the classroom as a group. Each group will be given 10 minutes for presentation.

1545-1630 Wrap-up

Speakers will provide useful feedbacks on group presentation for improvement.

1800 Farewell dinner and awarding of certificates at VIE Hotel Bangkok

Get to Know Each Other and Group Project

Day 1 December 7

0930-1030 Get to know each other

Participant will be given 3 minutes to introduce themselves and tell us more about:

- Your role at your organisation
- What are the products, services or destinations that you wish to promote

Group activity and presentation: Unveil your story

Participants will then be divided into groups to work on an ongoing project. You may work on your group project during break times and are also allowed one hour of preparation time before your presentation. The project details are:

- Select a product, service or destination that you would like to present.
- Participants should consider bringing local products or traditional costumes to show us the real stuff and wear during your presentation.
- Apply storytelling techniques with the expertise within your team members to create a wonderful story that can convince, persuade and inspire a global audience to purchase your product or service or visit your destination.
- On the last day of the Academy at 1500-1545, your team will be given 10 minutes to present your team's story.
- Don't forget to elaborate on your product, service or destination and its uniqueness.
- We strongly encourage creativity; you may use PowerPoint, theatrical skills, debate/panel discussions or any other form of expression. Team presentations are preferable.
- Each group may also consider doing a short 2-3-minute video in their free time across the three days of the workshop to complement their presentation.
- Some speakers will also listen to your stories and they will provide useful feedback for improvement.
- The group with the most fascinating story that inspires a global audience to make a purchase or visit a destination will be awarded with a special gift.