

**Virtual
Masterclass**



***Learn to Inspire
Action through
Purposeful Storytelling***



**15th to 17th
November, 2021**



**4.00 PM to
6.00 PM**

The Context

Organizations of all nature and across all domains have realized the crucial role that communication plays in achieving their goals and realizing their vision and mission. Over a period of time as the communication eco-system is becoming more complex, newer ways of engaging the audiences are being worked and researched upon. One such communication tool is storytelling which is found to be effective in both internal and external communication. Research and anecdotal evidence continue to reveal that authentic stories (when narrated well) get results that other means of communication do not.

The Masterclass

The current 06-hour hands-on workshop has been designed to develop skills for building stories and using them to deliver messages that affect audiences and shape attitudes for social change. This module on Purposeful Storytelling offers an interactive program that highlights the power of purposeful storytelling in multiple situations; leading, teaching, persuading, selling, influencing, etc.

Learning Outcomes:

At the close of the module participants would be able to;

- Identify the elements of communication and their integration in story.
- Capitalise on the science behind powerful storytelling.
- Use goal-oriented stories for different purposes in professional contexts.
- Develop two separate stories for specific purposes and specific audiences.

Module Details:

Session 1: Step into the World of Storytelling

- Persuasive communication
- Story as a catalyst to persuasive communication.
- The science behind storytelling
- Components of a purposeful story

Session 2: Explore the Art of Storytelling

- Examining stories that inspire action
- Goal development - Using stories to enhance your brand differentiation
- Why you should strive to be more authentic?

Session 3: Lab work - Develop Your Stories

- Hands - on exercise on story building and telling

Pedagogy

Lectures, videos, case studies and in class hands-on lab work

Certificate of Participation

Participants will receive an e-certificate from CDMC- MICA and Impact Academy for their participation and completion of 6 hrs. of the masterclass.

Key insights:

- Learn the science between storytelling
- Adaptability of storytelling to the social sector
- Make your own story

Who should Attend?

- Professionals from Not-for-profit sector
- Corporate or CSR heads
- Individual consultants
- Students and academicians

Masterclass Fee

Early Bird: INR 4,500 +18% GST (till 28th October, 2021)

Standard: INR 5.500 +18% GST (from 29th October onwards)

Registration Deadline: 12th November, 2021 (subject to availability of seats)

Registration Process (Limited Seats)

Online Payment

Please click here <https://bit.ly/3tLupFU> for registration page and online payment.

NEFT/ Bank Transfer

Download the offline form from here <https://bit.ly/39bTZKv> and fill your details. Once completed please send the same along with payment receipt to somya@csrbox.org

Bank Details for Payment Transfer

Account Name: Renalysis Consultants Pvt Ltd.

Bank Name: HDFC Bank Ltd

Branch: Shikohpur (Haryana)

Account Type: Current Account

Bank Account Number: 50200008642388

IFSC CODE: HDFC0003526

Contact

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somya@csrbox.org

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For any immediate escalations or to know more about Impact Academy, please feel free to write to somya@csrbox.org

Terms & Conditions:

- Registration fee is non-refundable; however, the nominee's name can be changed.
- Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material, latest by 13th November, 2021.
- Session recordings will not be shared.

Facilitators:

Mr. Diwakar Shukla

Dean, Faculty of Journalism and Creative Studies, Head, Advancement & International Affairs, Jagran Lakecity University

Prof Diwakar Shukla is the Dean of Faculty of Journalism and Creative Studies at Jagran Lakecity University. He also Heads the 'Advancement & International Relations Department' and is a member of the Leadership Board at the University. He has more than two decades of experience in the fields of Communication with various premier organizations like Ogilvy, World Bank, IndianExpress along with projects from the EU & Dutch Bilateral Programme.

As a former Managing Partner at Ogilvy, he designed and led various award-winning campaigns in social marketing, cause marketing, media, and CSR, for a global brand portfolio, including HBS, Hindustan Unilever, USAID, Castrol, Hong Kong Disneyland, WHO, DuPont, Rolls-Royce Motor Cars. He is a member of the core team by UNICEF for updating its syllabus on Social & Behavioral Change in Communication. He is a TEDx speaker, and mentored students as a visiting faculty at premier management institutions. He is a member of various media industry forums and also sits on the board of a couple of Indian NGOs.

He is a winner of numerous accolades including the WPP Crème De La Crème Global Award, BP Helios Award, Dalton Pen USA, ABME and PR Week. He holds a masters degree in Economics with a specialization in 'Development Economics and International Economics' and was trained at various global forums including CSR classes at Harvard Business School.

Prof. Manisha Pathak-Shelat

Professor, Communication & Digital Platforms and Strategies, Chair - Centre for Development Management and Communication (CDMC) MICA, India

Prof. Manisha Pathak-Shelat has taught and worked as a media consultant/trainer and researcher in India, Thailand, and the US. She has a Ph.D. in Mass Communication from the University of Wisconsin-Madison, USA and in Education from the Maharaja Sayajirao University of Baroda, India.

Manisha's special interests are young people's media cultures new media, civic engagement, transcultural citizenship, media literacy and gender. Broadly, her research over the years has addressed the question of how ordinary individuals engage with media to experience agency, to explore identities, and to participate in social change. Her research projects include a study on online civic engagement and transcultural citizenship, an ongoing inquiry in digital youth cultures in India and an Academy of Finland sponsored multi-country youth media participation project. At present she is leading the UNICEF-MICA partnership and the India component of the Global Kids Online study initiated by Innocenti-Unicef Office of research and the London School of Economics. Manisha has shared her research on several international platforms and her work has been published in Journal of Youth Studies, Journal of Adolescent and Adult Literacy, New Media & Society, Communication Inquiry, Journal of Children and Media, Communicar, Media Asia, and as





Prof. Ruchi Tewari

Associate Professor, Communication

With 20 years of teaching experience, Dr. Tewari's professional focus is in the applied areas of Communication where she specializes in Strategic CSR – its design; implementation and reporting. She has also researched and published in the domain of 'technology aided human communication'. Dr. Tewari has to her credit over 40 publications including research articles, chapters in edited books and newspaper articles. She has presented papers in reputed international conferences like the Academy of Management (AOM); International Sustainable Development Research Society (ISDRS); International Association for Media and Communication Research (IAMCR) and has been a chosen fellow by ICSSR and ERC – UK to attend their round table discussion on social media in London.

She has conducted over 1000 hours of corporate training to mid-level managers of national and international organizations.



Mr. Vivek Rana

Managing Partner, Gnothi Seauton

Mr. Vivek Rana has over 19 years of experience developing brands, stakeholder engagement, and marketing communication strategies for global MNC's, India conglomerates, foundations, and industry bodies. Expertise in building brands aligned to global guidelines to advance regional business goals.

Mr. Rana has Led compelling Indian campaigns in the space of reputation management, global branding, social impact, public policy, sustainability, influencer engagement, digital communications and crisis management. During the last decade have worked on strategic advocacy issues like, labour reforms, health coverage, technology in agriculture, measles vaccines, AIDS, monetization of Indic languages for the internet, privacy, etc.

