AUSTRALIAN EVENT AWARDS & SYMPOSIUM

19 – 21 November 2018
Novotel Twin Waters Resort
Sunshine Coast QLD

The Ideas Conversation – Listening, Creating and Communicating an Impactful Message in the Events Sphere

Fenella Kernebone

TEDx Sydney Curator, Culturist, Orator

THE IDEAS CONVERSATION

LISTENING, CREATING AND COMMUNICATING AN IMPACTFUL MESSAGE IN THE EVENTS SPHERE

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HOW MANY F'S?

"Finished files are the result of years of scientific study combined with the experience of many years."

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Skills and Outcomes

- Power of listening
- Develop astute observation skills
- Shape your concepts, messages and communication style. Storytelling.
- Clarify your messaging with authenticity
- Speak to be heard
- Develop the art of conversation and persuasion

COMMUNICATION IS ALL ABOUT STORYTELLING

What is storytelling?

There is a structure to story telling and there is a reason why you tell real human stories as opposed to facts and figures. We don't connect with stats as well as we connect to human stories.

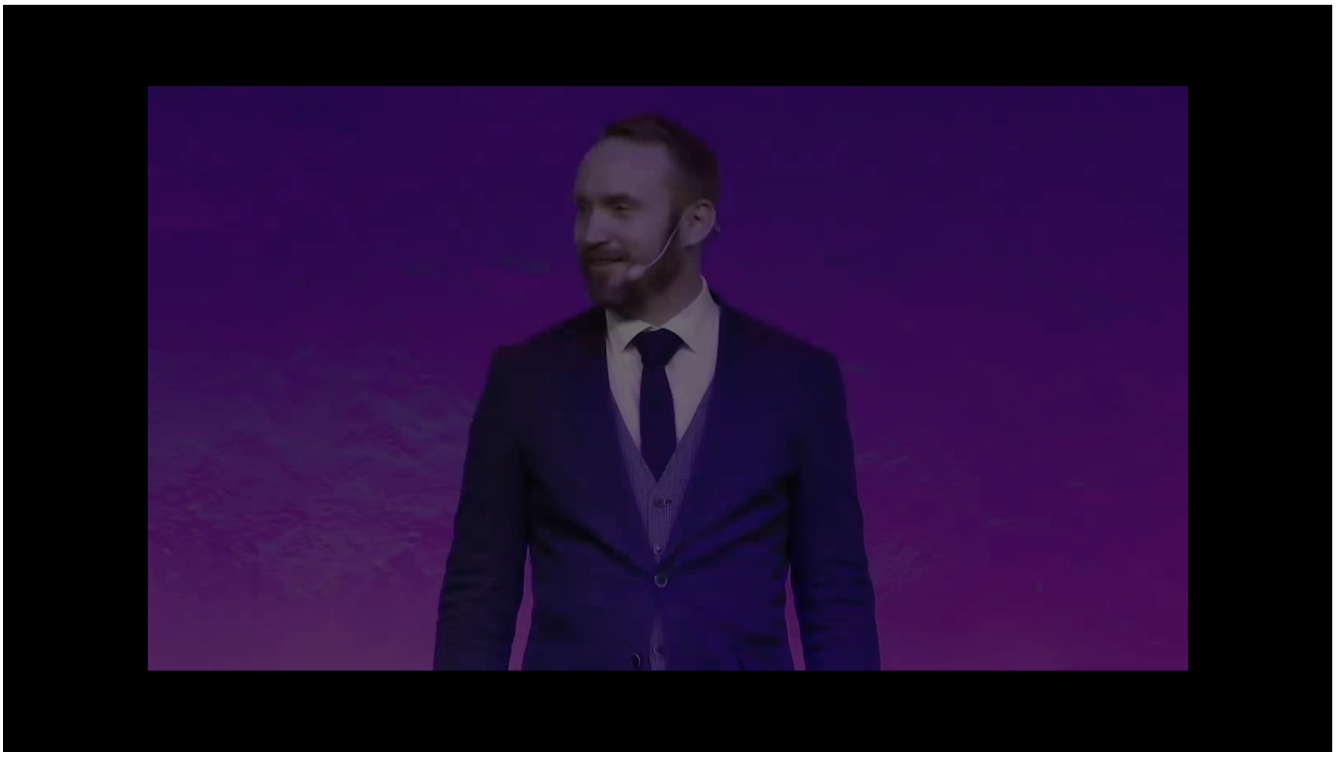
Storytelling is the art of using language, vocalisation, and or physical movement and gesture to reveal the elements and images of a story to a specific audience.

A story is a reimagined experience narrated with enough detail & feeling to cause your listeners imagination to experience it for real

Essential Elements

1. Story: narrative account of a real or imagined event or events
2. Telling: live, person to person oral and physical presentation of a story to an audience or written

For sale:
Baby shoes,
Never worn



Storytelling - tips

- A good story needs a compelling narrative
- Bring your characters to life
- Show us don't tell us

Basic Structure

Introduction: Get our attention
Middle: Something happens - eg. conflict
Conclusion: Build to the end

WHAT'S YOUR STORY?

TELL YOUR LIFE STORY!

Tell it in 1 minute - swap people

Now tell it in 30 seconds - swap

Now tell it in 15 seconds - swap

Life Story Partner 1

00:01:00

Life Story Partner 2

00:01:00

Life Story Partner 1

00:00:30

Life Story Partner 2

00:00:30

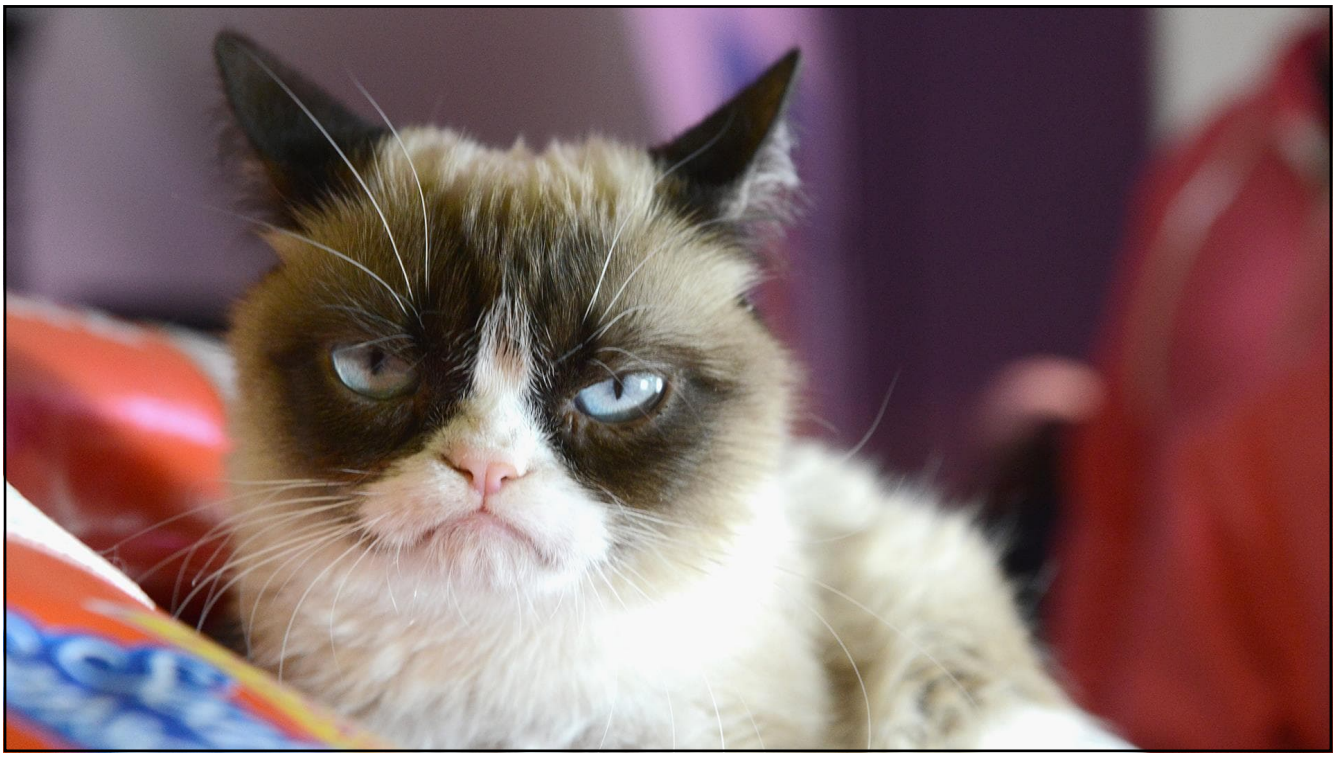
Life Story Partner 1

00:00:15

Life Story Partner 2

00:00:15

- Why that was hard (or easy!)
- Could you do it in 6 seconds!
- How would you need to shape this for different event contexts?



INTERVIEWING, LISTENING AND THE GENTLE ART OF CONVERSATION

Interviewing / Listening / Conversation Exercise

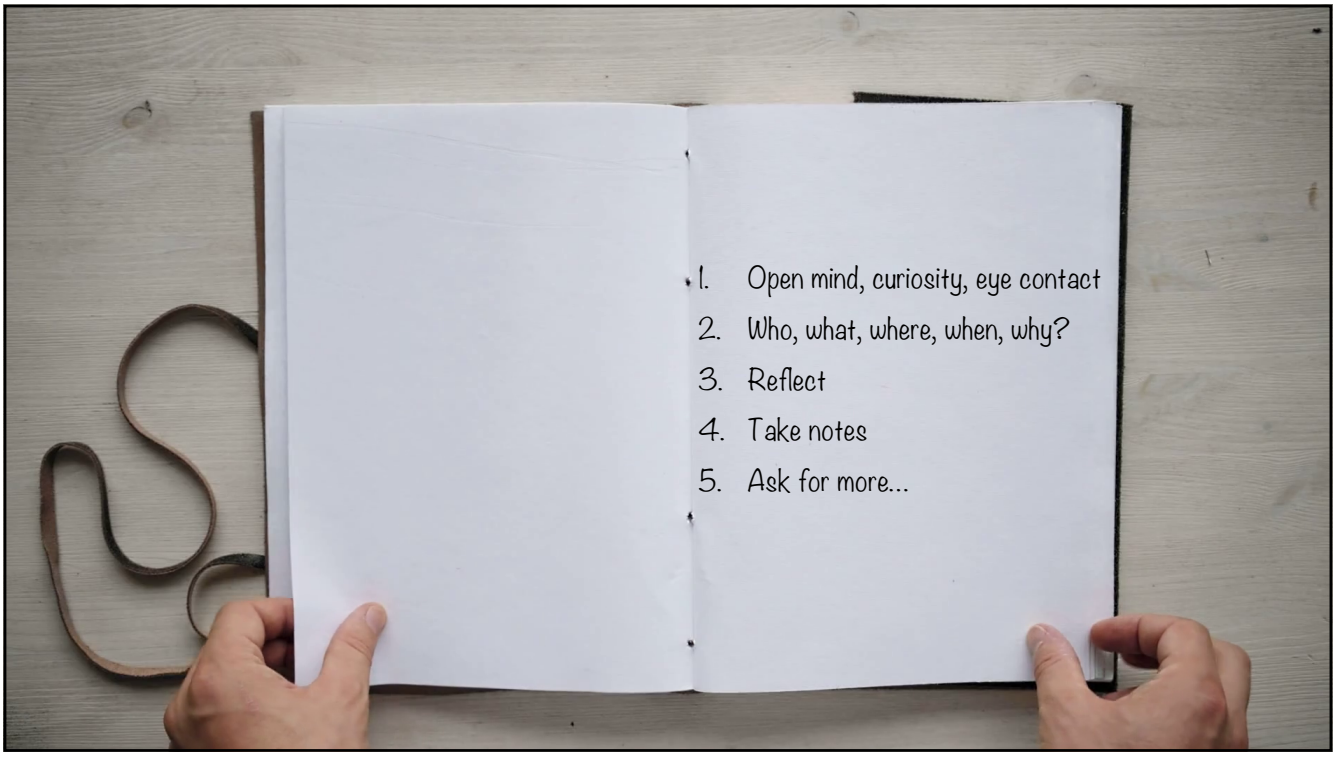
You're the MC … It's your job to find an interesting way to introduce the next speaker at an event or in a meeting. But you only have a couple of minutes to find out a few things about them and you don't want to read their dull bio.

So … using your amazing interviewing, listening and conversation skills, ask them questions and craft an introduction for them that will grab the audience's attention.

Then intro them to the rest of your table!

What is interviewing really?
The point of a well-crafted question is to help a person to think out loud. To gain something honest from them.
Words are powerful.
We must choose them wisely.

What is listening really?
Listening is primarily about being present as opposed to silent. It's not passive - listening requires focused attention. Engaged listening asks a lot of the listener.



ACTIVE ACTIVITY INFO

1. Break into pairs. Each of you will be the interviewer, make notes. **2 minutes each**

- What do they do? What's the last product launch, project, campaign or event they worked on or are currently working on?
- Discover something interesting eg. their strangest hobby, the most curious thing about an event they worked on. or the hardest thing they have ever had to do for a client?

3. After you have interviewed / had a conversation each other, plan out your introduction for your partner - **2 minutes**

4. Introduce your partner to the table - **30 seconds - 1 minute**

Interview Partner 1

2m 00s

Interview Partner 2

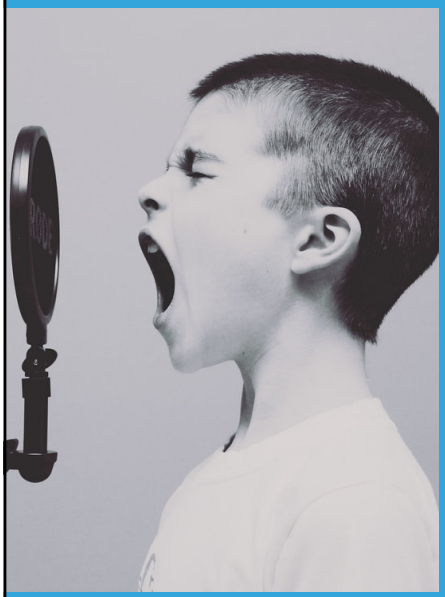
2m 00s

Plan out your introduction

2m 00s

Introduce your partner to the table Under 1 minute

FEEDBACK



Outcomes and applications

- Incoming Message: Sourcing the information you need (eg. a brief, bid document, conversations with sponsors, crowd management etc)
- Questions & Conversation: engagement. Building trust. Connect with audience, find out what is important, interesting & what is required of you
- The Outgoing Message: Being able to turn that information around quickly so that it is interesting to the audience. (bid submission, client, social media, sponsorship proposal etc)

HISTORY OF AN OBJECT

Authenticity, power of persuasion exercise

- 10 objects on the screen - all event related.
- Tell the story of the object to your table.
- Make it convincing - who invented it, who were the first users, who is making the best use of it today …

- prep time - 2 minutes
- présentation time - 30 seconds - 1 minute

Prepare the history or story of your object!

2m 00s

Share the story to the table under 1minute each

Feedback and Outcomes

- What were the most authentic ones and why?
- What are the elements of effective persuasion?
- Add these techniques and storytelling to your communication and messaging

THE IDEA / MINI TALK

What makes a great talk

- What's your idea?
- Preparation and Structure
- Introduction + conclusion
- Storytelling
- Content and language
- Rehearsing
- Presentation

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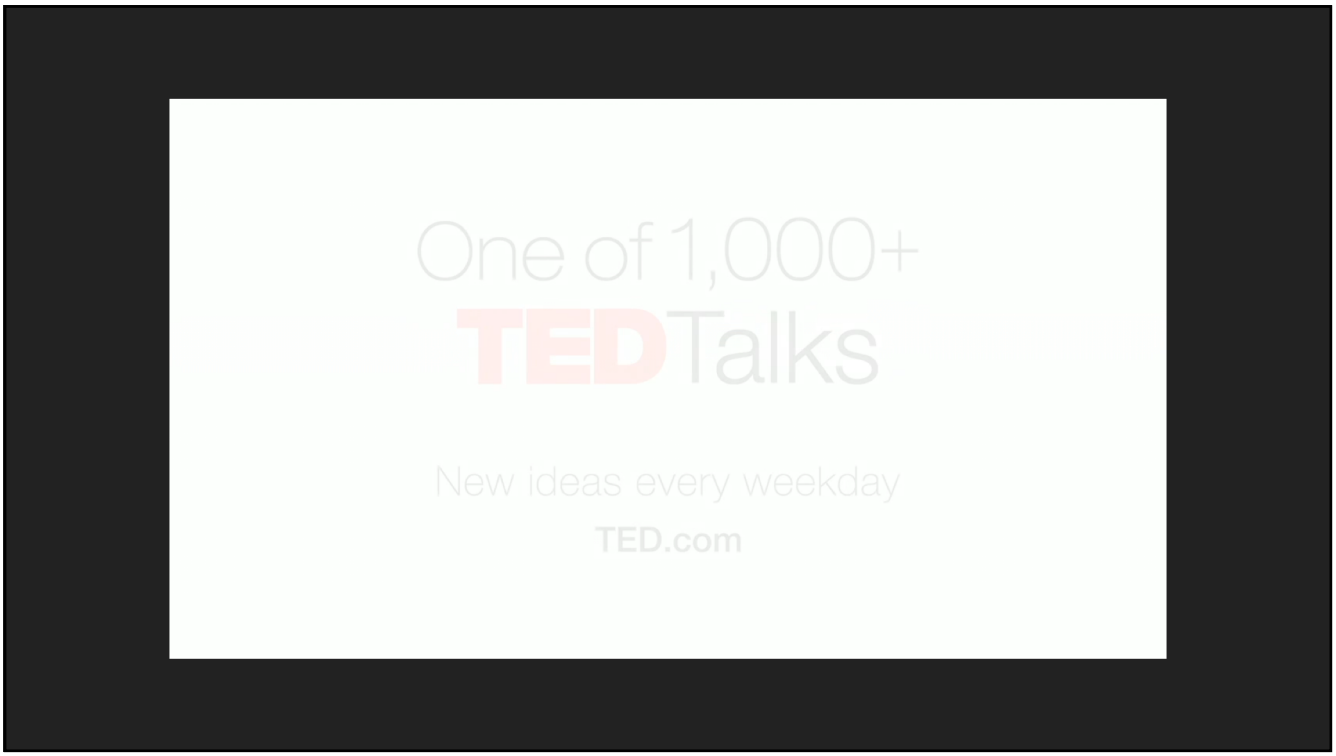
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THE IDEA / MINI TALK!

Think of a specific event stakeholder in relation to what you do in events, and choose a message for them – e.g. an idea to pitch to them, a briefing, a 'buy tickets' message, information about your venue, product or service.

OR use one of the topics suggested:

1. Convince your council to fund a music & food festival that takes place in people's backyards
2. Inform your social media audience about a new section of your event this year
3. Motivate volunteers to loudly and enthusiastically wayfind
4. Illustrate to potential client why you have what they need – eg. that your people are the perfect fit for their Christmas party; how your ticketing platform gives the client live attendee data alerts etc
5. Demonstrate to a supplier how sponsoring your event will connect their brand and product with their target audience

PITCH YOUR IDEA / MINI TALK!

You will present to the table … they are the client / stakeholder, your boss, staff, audience or they might be your colleagues and you are presenting to them as a practise run for the real thing!

1. Write down some notes on your idea and structure - 2 minutes
2. Present to the table … include an introduction to yourself, draw on what you have learned from this session - 1 minute each
3. Table votes on favourite pitch / talk or idea
4. Table offers feedback and coaching to the chosen one - 2 minutes
5. Favourite present to the room - 1 minutes

Plan your talk

2m 00s

Present to the table - keep it short -1:00

Choose favourite and prep your rep 2:00

THE WRAP UP

- Power of listening
- Develop astute observation skills
- Shape your concepts, messages and communication style
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Dealing with nerves and other presentation tips

- Preparation is key
- Embrace the nerves
- Consider how you stand. Your hands …
- Stand up when you rehearse
- Use your voice
- Watch others
- Get experience
- Use notes if you need, but get to know them!
- Know your material
- Know your audience
- Get feedback
- Breathe
- Practise!

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