

**THE WHOLE STORY.**

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# Lectures & Masterclasses Storytelling with Modern Media

TheWholeStory.eu

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## On Storytelling

What is a story? Why do we share them? And love them so much?  
How do you build and spread a story these days?  
And what makes your narrative unique?

Storytelling is a big trend right now. But to do it right, and create a truly amazing story, you need both modern day media knowledge as well as some good old-fashioned magic. That's why our team shares with you the whole story on storytelling. We show your organization the laws of telling great tales from literature, music, film, branding, television, graphic novels, visual art, business, documentaries and science. Step by step we walk you through storytelling history and its most important lessons up to today, all the while creating your story live on the spot, together with you and your co-workers.

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### Storytelling

## Live Lecture (One Hour)

In storytelling, the journey is always more important than the goal. That's why in the lecture, we walk you through the three big lessons of building a story in the most inspiring way possible: embracing change, creating a paradox and showing the journey. The best examples in the arts, but also successful stories in business will come your way. We go through the pivotal moments and lessons of storytelling, and with each step we ask your group what this would mean for their own story. This way we create your story live in front of your eyes, through a combination of your input and the laws of great narratives. At the end of the lecture, you have a new and updated storyline that is ready to use. And as a cherry on top, we give you the guidelines on how to become a great storyteller yourself. You're ready to go with your new story!

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### Storytelling

## Masterclass (Full Day)

In the Masterclass the participants begin with writing down their own synopsis for themselves, which can be used to compare privately at the end of the day. Then we go into the 'Why of Storytelling'. This part shows narrative building throughout history all the way up to present day and is used to create the first building blocks of your story with the group. The second part of the Masterclass is the core, where our team of award-winning storytellers in television, branded content, writing and music help the group by combining their story elements with modern channels and media. In the last part we focus on how to become a better storyteller, which we often finish with a comedy or music sketch or an inspiring anecdote. At the end of the day you'll have a new storyline plus a media strategy, and you'll have become a stronger storyteller yourself.

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## Storytelling Story Building Week

In our full-week programme, we start with the one-day Masterclass, the results of which we follow up with a comprehensive brand briefing, a positioning paper that doubles as a written story for all your stakeholders, taglines that are ready-to-use and an outline of your media strategy with tangible first media outings that includes draft design and sound or music drafts if wanted. All of this is presented into a complete brand book. For this option we work with Havas Media their branded content division, Frontrunners branding tools, famous Dutch television presenter Lauren Verster (optional), PR Agency MCPR, visual artists from Mercl.com and other well-known creatives, all of them award-winning storytellers. We double check the brand book and the story content with best-in-class veterans from both the art and business world, together with you.

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### About Rogier van Kralingen

All sessions will be presented by founder Rogier van Kralingen from the Whole Story. He is a writer, lecturer and musician, who has created stories for over two hundred organizations in art, business, charity and government. His work experience, together with his team, includes film scripts, theatre, video, non-fiction books on technology, fairy tales, music albums, shorts, social science, and marketing and positioning services for listed and unlisted multinationals. All of which involve crafting the story.

There are six – going on seven – books to his name. Rogier has been published by all 5 major newspapers in The Netherlands several times. He is also a three-time nominee and one-time winner of the Dutch Marketing Innovation Literature Award (PIM Award) and has studied under famous Hollywood scriptwriter Robert McKee. The philosophy of The Whole Story is that the journey is always more important than the goal. So, expect your story to be created with lots of laughs, in a dynamic setting, that will ultimately make your narrative more memorable, relatable and successful.

#### References on lectures and books from TWS

“Absolutely Fantastic” (Johan Cruyff University) / A-rating (SCAD University USA) / Keynote Designyatra Mumbai / Keynote Fintech / “Master in Storytelling” (PostNL) / “Connected” (De Telegraaf) / “Exhilarating” (Frankwatching) / “Grand” (MarketingTribune)/ Masterclasses Erasmus and Nyenrode Universities

### The story continues...

The Whole Story works for fun people who are ready to reach the next level in modern day storytelling. We have a strict no-pitch policy and offer VAT reduction for NGO's. If we've inspired you, feel free to contact us. We have lots of great stories to share!