



UNIVERSITÀ
DI TORINO



WORKSHOP

STORYTELLING – BE STRATEGIC IN YOUR JOB AND IN YOUR LIFE

TEACHERS

[Fondazione 1563](#).



Fondazione
1563
Arte e Cultura

SCHEDULE

7, 9, 14, 16 of May 2024 h 9.30-12.30.

DURATION

12 hours

TEACHING MODALITY

In-person

LOCATION

[Room E3, Campus Luigi Einaudi, Lungo Dora Siena 100.](#)

[Guide to Campus CLE](#)

LANGUAGE

Italiano (supporting material used during the WS will be in English)

TARGET:

PhD Candidates of any research area, **from the second year** of their PhD Course.

DESCRIPTION OF THE COURSE/AGENDA

Via Verdi, 8– 10123 Torino

direzione.scuoladottorato@unito.it



ABSTRACT OF THE COURSE

DESCRIPTION: Discover how to transform your research into an interesting, memorable and unique speech. You will find out some useful tools and tips to create a good presentation of yourself and of your job.

Learn how to turn your job into a narrative. Re-think and frame your research with a new perspective and a different mindset.

You will see some good communication strategies applied to different fields and areas, and also a specific case study of Fondazione 1563.

DAY 1

DESCRIPTION: Which types of communication we may use? Let's discover useful tools to manage our communication and an easy-to-use process to create a speech.

AGENDA:

- Types of communication
- Relation and Content
- Public Speaking
- Values of an effective communication
- Tragic and magic!
- How to create a speech

DAY 2

DESCRIPTION: Discover the difference between public speaking and storytelling and find out how to add something special to your story. Let's discover what happens in your brain and in your body when you listen to a story or when you tell a story. Let's perform a presentation and analyse any single part.

AGENDA:

- Storytelling definition
- Characteristics
- How can I tell a story
- What happens to my body
- Projecting and acting



DAY 3

DESCRIPTION: Let's go deeper into the art of creating a narrative: how to start, how to focus on the key message, how to end, how to create a bridge with the public. Let's manage the most common mistakes.

AGENDA:

- FONDAZIONE 1563 Case Study
- Type of public
- Possible mistakes
- Communication Strategy

DAY 4

DESCRIPTION: In the last day you will be able to get into the practical exercise, creating and performing your own presentation. There will be feedback from the teachers in order to get the best from your experience.

AGENDA:

- Create your presentation
- Deliver your storytelling
- Feedback collection

ENROLMENT

To participate it is necessary to register by filling in the dedicated google form (Link available on the [Doctoral School website](#), section "Courses a.y. 2023/2024").

The WS has **30 spots available**. Enrolment is accepted on a **first come first served basis**.

Registration is open until the **29th of April 2024 (or till spots are filled)**.

Registered participants will receive confirmation of their enrolment

Given the limited number of seats available, we kindly ask you to register to the WS only if you are certain that you can participate and, should impossibility to participate arise after you registered, please let us know via email (contact at the bottom of this document).

CERTIFICATE OF ATTENDANCE

To receive the certificate of attendance participants should attend at least 3 out of the 4 meetings of the WS. The certificate of attendance stating the duration of the workshop in hours.

CONTACTS INFORMATION: dottorati@unito.it