

# ***STORYTELLING:*** **THE SECRET WEAPON OF COMMUNICATION**



HOW TO INCORPORATE STORIES TO NOT ONLY TRANSFORM THE WAY YOU COMMUNICATE, BUT THE WAY PEOPLE CONNECT WITH AND RECEIVE YOUR MESSAGE.

HOSTED BY: JILLIAN MELE, TWO-TIME EMMY AWARD-WINNING JOURNALIST

## **Overview**

Stories connect us and make us feel inspired. They offer the chance at relatability, and they give us a way to be motivated. There is a reason some of the biggest brands use storytelling in their marketing strategy: because it works.

During Jillian's nearly 20 years in broadcast journalism, she told more stories than she can count. She knows the power of a story and ways to capture attention while delivering it. Your audience will walk away with powerful insight directly from the source. Jillian's expert knowledge is sure to leave a lasting impression.

## **What to Expect**

From Jillian's "The Sky is Blue" signature communication exercise to demonstrations, her own personal stories, and more, the audience will be engaged from start to finish. After all, decades of LIVE TV make you equipped with the skills to entertain everyone!



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