



StoryMaking

marketing conference keynote:
Dr Simon Raybould

Marketing is no longer about the stuff you make but
about the stories you tell

Seth Godin

Storytelling is all the rage right now, isn't it! Why? **Because it helps people remember your marketing by up to 12 times!**

But what about if we're not natural storytellers? Or don't have stories?

StoryMaking is the keynote to help marketers find stories and tell them.

What does StoryMaker give you?

StoryMaking is a keynote from Dr Simon Raybould which allows you to find, create, collate and prepare your stories for your presentations. Your audience gets some specific tools and techniques used by professional storytellers to make it look like it's effortless - but yet so impactful at the same time.

You'll also get the opportunity to get hold of follow-up materials!

Who delivers StoryMaker?

I started life as a research scientist and my PhD looked for statistical patterns in childhood leukaemias to see what causes could be found. I then spent 24 years as a research scientist. But my story is messier than that, because I'm a playwright, actor, lighting designer, author, speaker, TEDx speaker and fire eater.

In fact one of the only two times my wife's really, *really* yelled at me was when she found me teaching fire breathing to our daughter.

Apparently that's "irresponsible parenting"!



Is StoryMaker for you?

StoryMaker is for your audience (and you?) if they do your own marketing, or are starting to do marketing for someone else.

Well... it is if they want to be better at it!



Derek Cheshire 🙌🙌 · 1st

Not your run of the mill Innovation consultant | Providing Innovation without tears | Reinvention Catalyst & Facilitator | ReThinker | Speaker | Visiting Professor | Author | Radio Presenter | Malt Whisky Lover

April 7, 2022, Derek worked with Simon on the same team

Simon is easily the best speaker I have seen on the topic of presentation skills and one of the most entertaining speakers I have seen for a long time. Content is clearly presented and easily recalled once the event is over. Book to see him now, you will not be disappointed.

What does StoryMaker need?

I need some good audio-visual kit. After that I'm pretty flexible. For everything else you need to know, you can download my speaker pack here:

<https://speaking.presentationgenius.info/speakerpack>

I'll give you all the support you need to make your event as cool as I can - promotion videos, headshots, the lot!

Can I get an Amen?

Well, if you want to see me do my thing, there are some examples at speaking.presentationgenius.info.

And how about this for a promise? (I should add I'm just adding this to make you feel good, not 'cos I think I'll need it!) If you don't think I've delivered value because of something I had control over, all I'll invoice you for are my expenses. My time would be free.