



# 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 StoryMaking give you?

StoryMaking is a keynote from Dr Simon Raybould which helps people find, create, collate and prepare stories for presentations, social media, or just about anywhere... specific tools and techniques used by professional storytellers to make it look effortless - but so impactful at the same time.

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

## Who delivers StoryMaking?

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 StoryMaking for you?

StoryMaking is for your audience (and you?) if they do their own marketing, or communicating, or are starting to do that for someone else. Or just want to know how...



**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 StoryMaking need?

Some good audio-visual kit. After that things are 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 be confident?

Well, if you want to see me do my thing, there are some examples at [speaking.presentationgenius.info](https://speaking.presentationgenius.info). I can also give you references, of course!

And how about this for a promise? I'm so confident that if you don't think I've delivered value because of something I had control over, I'll only invoice you for my expenses. My time would be free.

**Want a chat to know more?** My email is [simon@presentationgenius.info](mailto:simon@presentationgenius.info) and my phone is (+44) 07946538139.