

# WORKSHOP ON DIGITAL STORYTELLING

■ *2 - 3 August 2010*  
Penang MALAYSIA  
- Digital ST on Marketing

■ *5 -6 August 2010*  
Kuala Lumpur, MALAYSIA  
- Digital ST on Leadership

Seats are limited.  
Pay RM1350.00 for reservation

Fee: RM2700.00  
(Include refreshments, training modules & cert. of participation).

10% discount for early birds.

15% discount for group registration  
(more than 3 from the same company)



*Digital Storytelling is the modern expression of the ancient art of storytelling. Digital stories derive their power by weaving images, music, narrative and voice together, thereby giving deep dimension and vivid color to characters, situations, experiences, and insights. Tell your story now digitally.*  
- Leslie Rule, Digital Storytelling Association

Participants need to bring laptop, script (project or theme), images/photos, digital camera (optional) microphone and audio files in this workshop.

**Closing Date: 28 June 2010**

## The Trainer:

### **MARK STANDLEY**

University of Oregon, Eugene  
M. S., Education Technology (1993)  
Administrator Certificate (1993)  
University of Alaska, Fairbanks  
(1981-1984) Anthropology/Teacher certification  
Southwest Texas State University  
B.A., Psychology/English, June, 1976



Organised By:  
Training & Education Division  
Uniutama Management Holdings Sdn Bhd  
Tel: 04-923 2400 / 2240 / 2206 / 017-504 7707  
Fax: 04-923 2254 / 2252  
Email: norekhsan@gmail.com

**Only 20 seats / venue**

# Workshop Content

## Marketing Digital Storytelling 2 - 3 August 2010

### Storytelling as Marketing

How does digital storytelling fit within the practices of traditional and non-traditional marketing?

### Brand: What do stories have to do with it?

Why is "branding" so important in today's society locally and internationally?

### Competition: Who else maybe tells your story?

Have you done your homework? What stories are your competitors telling about themselves and about you?

### Audience: How to use the values and word pictures of your customers

Who is your audience and how do you tap into their needs and/or dreams?

### Schedules: Scaffolding marketing strategies over time and customer areas

Not all stories are created equal; how do you schedule a variety of message over time to different audiences?

### Conducting Focus Groups to Improve Your Stories

How do you listen to key audiences to improve your stories and/or marketing focus?

### Evaluation: How to Measure Impact and Strengthen Stories

Are your stories tired or are they getting stronger?

## Leadership Digital Storytelling 5 - 6 August 2010

### Leaders as Storytellers

How do leaders communicate?

### Follow the Leader: Examples of Great Stories

Let's examine 5 leadership and storytelling examples from around the world

### Five Steps for Putting Together Your Leadership Message

What is your leadership message? We'll spend time crafting/improving your story?

### Sustaining Leadership through Vision and Stories

How do you build your story and leadership qualities over time?

### What the Experts Say about Leadership and Stories

Let's review the leadership literature for advice for getting better

### Conducting Focus Groups on Leadership Topics

Great leaders listen; how do you conduct structured listening as a leader?

### Pulling it All Together - Powerful Storytelling

How to make sure your Leadership Story leads people to action



## Our Trainer



### What others say about him & his workshops?

"Mark Standley is an outstanding speaker and workshop facilitator. Not only do I have a deep understanding of Digital Storytelling as a result of his presentation, but I am motivated to support the Island Movie contest here in Hawaii in any way I can. Mark captivated the audience with his own stories and with stories from Alaska students. He is an inspiring storyteller. I appreciate that every moment of time while Mark spoke was used effectively. "

*Diana Papini Consultant, Online Instructor*

"I wanted to thank you for all of the valuable information you provided at the conferences in Boston. I feel inspired as I get ready to start the new school year. Thanks again for everything. "

*Amy Forshey, Teacher, Indiana*

"It was absolutely delightful to meet you at the conference. Your perspective and your experiences have really contributed to my understandings and to my passion to drive forward. And so, I thank you for that."

*Peter Skillen, Lead Designer, Journal Zone Logo Computer Systems Incorporated (LCSI)*



**Mark Standley** has been a research archeologist, professional educator, and an executive in the computer industry over the past 30 years in Alaska. He served Alaskan communities through an appointment by the Commissioner of Education and Early Development and the President of the University of Alaska as Executive Director of the Alaska Center for Excellence in Schools. Mr. Standley helped create Highland Tech High School, a standards-based charter school in Anchorage, Alaska ([www.highlandtech.org](http://www.highlandtech.org)) as principal. Currently he provide presentations and workshops on leadership and digital storytelling around the world.

Mr. Standley is co-author of the books: The Technology Advisory Council (ISTE, 1993), School/Business Partnerships (Visions, 2000) and Global Project-based Learning with Technology (Visions, 2000), Technology Standards (Visions, 2001), Future Courses (TECHNOS, 2001), Digital Storytelling with PowerPoint (Visions, 2003), Digital Storytelling with iMovie (Visions, 2004), and Digital Storytelling with MovieMaker (Visions, 2010).

"This is excellent work. One of the real benefits of the book of questions is that it triggers for the reader, a desire to develop their own extended list of questions. This action will, no doubt, increase their sense of evaluating their own effectiveness in what they are doing and what others around them are doing to better the educational environment for the kids under their jurisdiction."

*Bill Sullivan National Education Sales Executive Palm, Inc.*

'A wonderful speaker - very motivational', 'Excellent - very inspirational indeed', 'Mark Standley's ideas are fantastic', 'Mark Standley's presentation was excellent and will have an impact back at school', 'Mark Standley was inspirational!', 'Mark Standley - brilliant, everyone was inspired', 'I am definitely very keen to visit Alaska to see the 'powerful storytelling' impact at work'

*Head Teachers Conference, Durham County, UK October, 2004*



### Among his clients:

University of Alaska, Anchorage, Lower Kuskokwim School District, Bethel, Alaska, Apple Computer, Inc., National Association of School Boards, Washington DC, Partnership for Schools, London, Highland Tech School, Anchorage, AK

# REGISTRATION FORM

Full Name:

NRIC/ Passport No:

Email:

Fax No:

Tel No (Office):

Tel No (Mobile):

Designation:

Choice of ST Training: *(choose ONE only):*

Marketing DST (Penang, 2- 3 August 2010)

Leadership DST (Kuala Lumpur, 5 - 6 August 2010)

Organization Name and Address:

Signature:

Date:

Method of Payment:  CASH  CHEQUE NO. \_\_\_\_\_

Company Stamp  
(if appropriate)

Payment of Fees:

- Deposit of RM1350.00 should be paid before 2 June 2010
- Full payment of RM2700.00 to be paid before or on 28 June 2010
- Early birds of RM2430.00 to be paid by 2 June 2010
- Group registration of RM2295.00/pax  
(3 or more from the same organization)

Terms and Conditions:

1. Substitution of participant (from the same company) is acceptable subject to prior information made 14 days before the program.
2. Any cancellation made before the program date, 40% administrative cost will be deducted from payment received.
3. Please WRITE to us before 28 June 2010 for any cancellation.

Please make sure all payments are made to  
**UNIUTAMA MANAGEMENT HOLDINGS SDN. BHD.**

Account Number: 02093010000255  
(Bank Islam Malaysia Berhad)

For Cash Deposit Machine (CDM), kindly fax to us the bank slip. Please keep the receipts for future references.

**Contact us now:**

Training & Education Division  
Uniutama Management Holdings Sdn Bhd  
Lot 260-265, UUM Business Centre  
Lorong 1, Taman Universiti  
06010 Sintok  
Kedah, MALAYSIA  
Tel: 04-923 2400 / 2240 / 2206  
017-504 7707 (Mr Ekhsan)  
Fax: 04-923 2254 / 2252  
Email: norekhsan@gmail.com

## HOTEL ACCOMMODATION

Participants are advised to make their own reservation at Bayview Hotel (Georgetown)  
Penang: 04-263 3161

Radius International Hotel, Bukit Bintang  
Kuala Lumpur 03- 2715 38888