



CREATIVE STORYTELLING SPORTS PRODUCT MARKETING

May 9-10, 2014

*UO White Stag Building,
70 Couch Street, Portland, OR*

Creative storytelling is designed to teach participants to integrate the skill and power of story to become a more effective communicator. This is a highly interactive course using the methodology “tell me, show me, let me.” Demonstration, direct coaching, feedback, and video will help participants develop their strengths, gain confidence, and adopt new tools. In short, you can expect to finesse the talent you already have while gaining new skills and learning methods that will help you build your marketing stories in a brand new light.



Who should attend?

- Product Marketers
- Product Designers
- Product Developers
- Journalists
- Idea Presenters
- Other People Interested in Learning the Art of Creative Storytelling

Benefits:

- Master the art of effective storytelling
- Increase your confidence and poise in front of small and large groups

Additional activities include:

- Friday Networking Reception
- Industry Guest Speakers

Contact:

Ellen Schmidt-Devlin, ellens@uoregon.edu

Cost:

\$799 for professionals

Register: uobiz.co/creative-story

**SPORTS PRODUCT
MANAGEMENT INITIATIVE**