

1. Basic principles

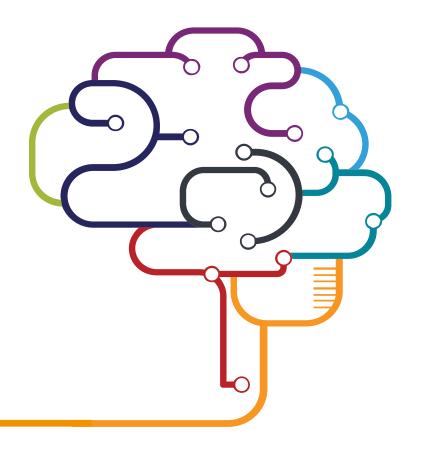
2. Verbal storytelling

3. Visual storytelling

4. The importance of emotion

5. Creating stories in med comms

8 =

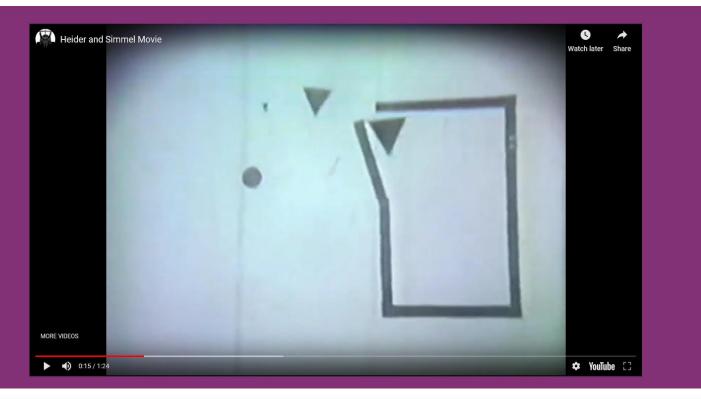


We are all storytellers...

"What unites people? Stories. There's nothing in the world more powerful than a good story..."

Tyrion Lannister, Game of Thrones

The Heider Simmel effect



https://www.youtube.com/watch?time_continue=8&v=76p64j3H1Ng

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2. Verbal storytelling

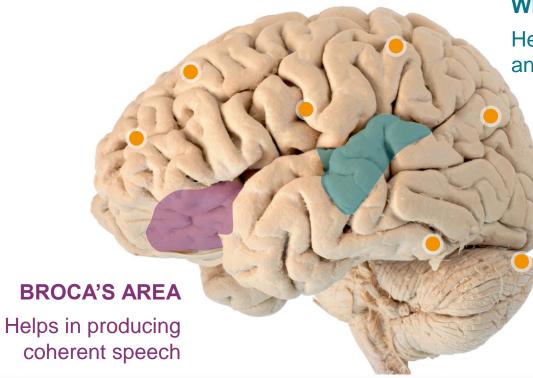
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'Classical' language brain regions



WERNICKE'S AREA

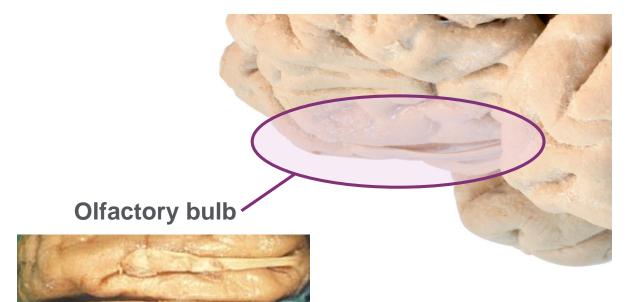
Helps in processing speech and understanding language

Impact of 'smell' words on brain function



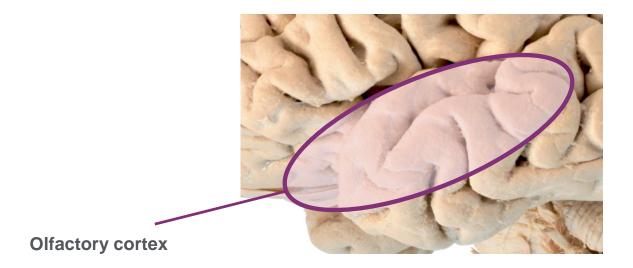
González J et al. Reading cinnamon activates olfactory brain regions. Neuroimage 2006;32:906-912

Impact of 'smell' words on brain function



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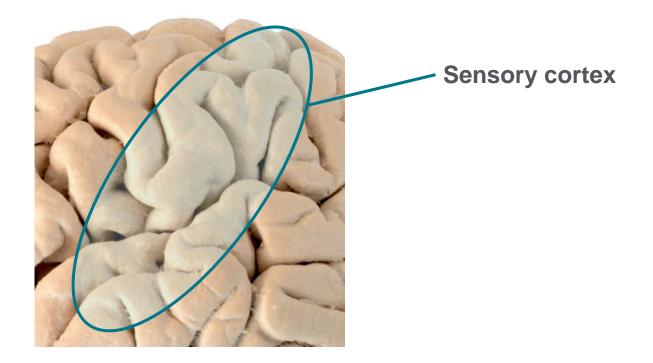
González J et al. Reading cinnamon activates olfactory brain regions. Neuroimage 2006;32:906–912

Impact of metaphors on brain function



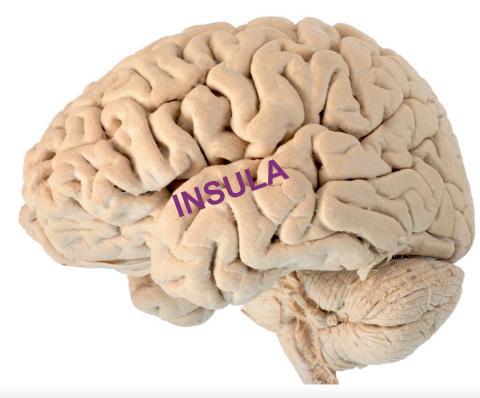
Lacey S et al. Metaphorically feeling: comprehending textural metaphors activates somatosensory cortex. Brain Lang 2012;120:416–421

Impact of metaphors on brain function

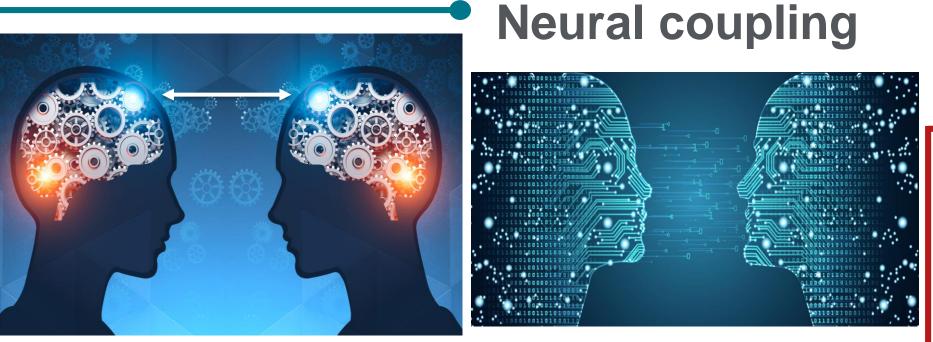


Lacey S et al. Metaphorically feeling: comprehending textural metaphors activates somatosensory cortex. Brain Lang 2012;120:416–421

What happens in our brain when listening to a story?



Stephen GJ et al. Speaker–listener neural coupling underlies successful communication. Proc Natl Acad Sci U S A 2010;107:14425–14430



Mirr8ring

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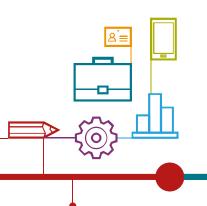


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Time for some numbers

>100,000 digital words consumed by the average US citizen per day

Using the word 'video' in an email subject line...

increases opening rates by







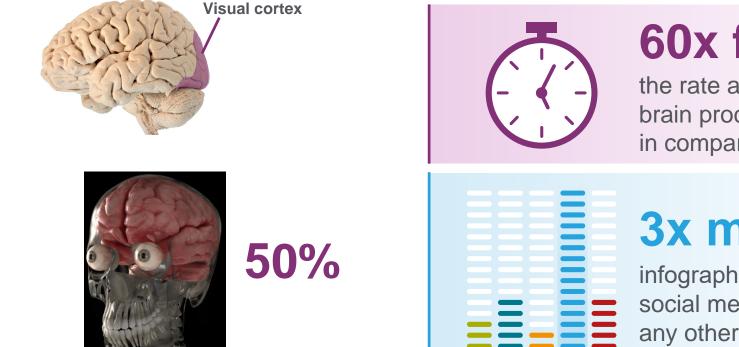
MarketingProfs. How our brain processes different kinds of content

The importance of visuals



Visual cortex

The importance of visuals



60x faster

the rate at which the brain processes images in comparison to words

3x more

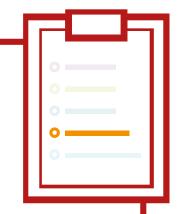
infographics 'liked' on social media versus any other content

The 'Memory Palace'



https://www.youtube.com/watch?time_continue=58&v=3WPY3I8yTkY

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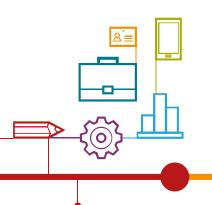


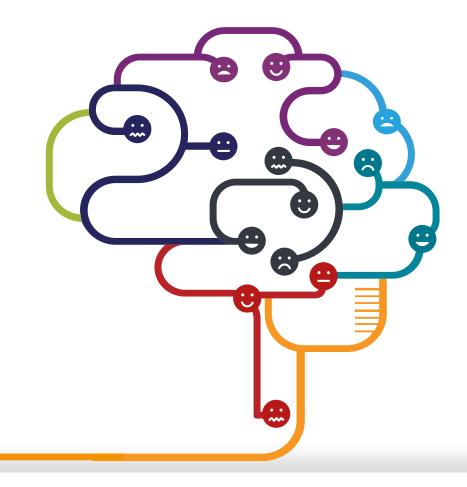
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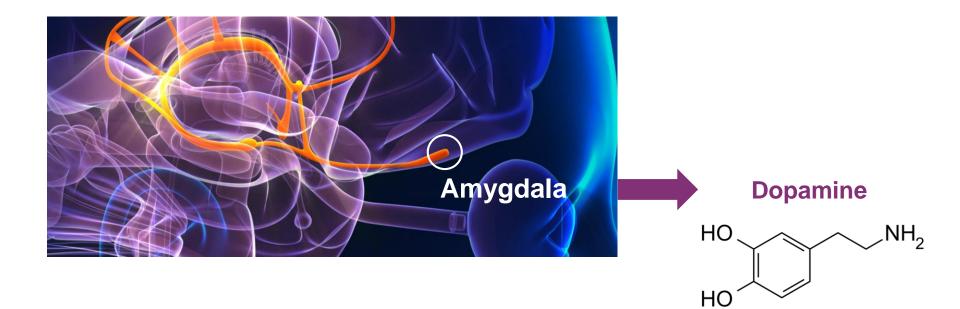




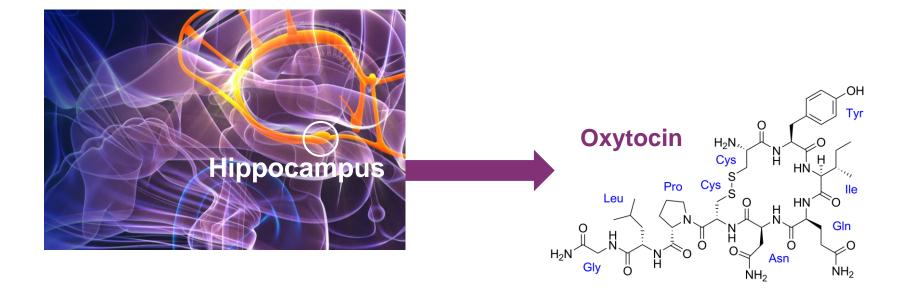
The limbic system



The limbic system



The limbic system



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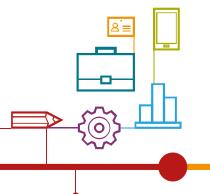


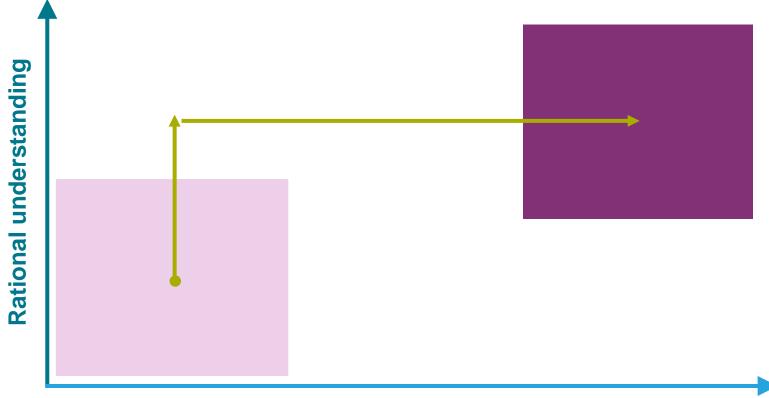
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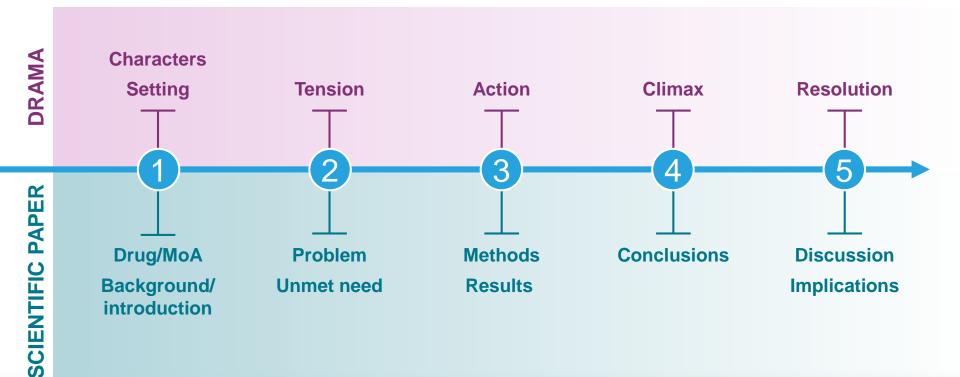
5. Creating stories in med comms





Emotional engagement

Creating a scientific page turner



The advisory board – where story listening is just as important as storytelling...