

Engaging visitors through storytelling – a course for Tourism Operators

This half-day workshop is for guides, facilitators, sales and customer-facing staff.

It teaches you how to use the skills and knowledge of stories and storytelling in order to engage your visitors, to add to their experience and enjoyment of your facility and to make sure that their visit is a little more exciting and memorable than the competition!



Benefits to you

1. Your visitors have a more enjoyable, engaging experience and are more likely to return and/or tell others about their experience
2. Your organisation benefits from increased revenue from new visitors and repeat visits
3. Your staff benefit through enhanced confidence in communicating with visitors and groups, providing more job satisfaction and longer retention

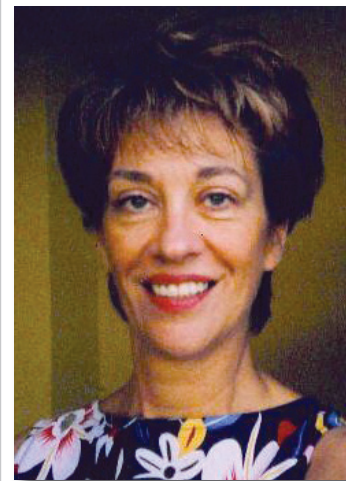
The workshop runs from 9.30 – 1.00 or 1.30 – 5.00. It comprises trainer input, pairs and group discussion, story creating and storytelling, group feedback, story-based activities.

The workshop is supplemented with workbooks, slides and handouts.

Main features of the workshop:

- How stories work – why we remember and relate to stories
- Story versus fact – keeping the historical/factual perspective
- Adopting the storytellers' skills – empathy, emotion, language, voice
- Creating your own stories – using the basic structure of all stories
- How to tell a good story – and how to encourage others to tell theirs!
- Developing storytelling styles to match audience expectation

Course leader



This workshop is run by Margaret Parkin, Yorkshire-based training consultant, coach, keynote speaker and best-selling author of four books on business storytelling.

Margaret has a Masters degree in Education and is a Master Practitioner of Neuro Linguistic programming.