

# Workshop- Art of storytelling

**Parul**<sup>®</sup>  
University

**NAAC** **A++**  
ACCREDITED UNIVERSITY

 **Vadodara  
Startup Studio**

# WORKSHOP

## ART OF STORYTELLING



**DATE**

25-APRIL-2023



**TIME**

11:30AM TO 1PM

**GET STARTED**

[edc.paruluniversity.ac.in](http://edc.paruluniversity.ac.in)



**VENUE**

**VADODARA STARTUP STUDIO**

## **Contents of the Session:**

- Introduction: The importance of storytelling for startups
- Elements of startup storytelling
- Techniques for effective startup storytelling
- Different types of storytelling

## **Outcome of the Session:**

- Participants understand the importance of the art of storytelling and understand Why storytelling is important for startups for their pitch
- a storytelling workshop can help startups develop a cohesive brand messaging strategy
- Participants are inspired to continue honing their storytelling skills by seeking out additional resources and attending future workshops or events focused on startup storytelling.

## **Brief:**

An Art of storytelling workshop is designed to improve the pitch and communication of participant's .The purpose of this workshop was to help startup founders and teams learn how to craft compelling stories that effectively communicate their mission. Mr. Apoorva Bhayani took the session on **Workshop-Art of storytelling** for 1 hour 30 min for the participants on 25th April 2023 from 11:30 am onwards. Mr Apoorva explained all the elements of storytelling, and different types of storytelling . The participants had many questions and doubts regarding all the art of storytelling and Mr. Apoorv asked very well and cleared all the doubts of the participants.

**Glimpse of the Event**









