

Stephen George

Coach, Trainer & Consultant (GB)



CEE FUNDRAISING
CONFERENCE

THE 3 TRIBES OF STORYTELLING AND HOW TO BECOME A MASTER

Masterclass

Speaker: **Stephen George** Coach, Trainer & Consultant (GB)
Date: **Wednesday, 16 October 2024** – 13:00-18:30
Venue: AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

12:00-13:00 >> **Delegate Registration for the Masterclass Program**
13:00-14:30 >> **Part 1**
14:30-15:00 >> **Coffee Break**
15:00-16:30 >> **Part 2**
16:30-17:00 >> **Coffee Break**
17:00-18:30 >> **Part 3**

Storytelling is at the heart of any enterprise, commercial or charity. However, being able to understand, find, tell, and inspire through stories is still challenging for many. In this masterclass, Stephen will share a storytelling framework and approach that will enable you to find and use stories to truly connect and inspire. By understanding the 3 tribes, you can create and share with confidence. This masterclass will enable you to unlock your storytelling potential and become a master.

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Learning outcomes:

- Understand the key building blocks of great stories;
- Connect with the power of using emotion in stories;
- Explore the frameworks of stories and how they work and are organised;
- Practical tools and tips;
- Understand the 3 tribes of storytelling and learn how to move to a master;
- Craft and practise your story.

Who should attend:

- All fundraisers.

Suggested level of audience:

- Open to everyone at all levels.

Stephen is a fundraising and leadership coach, trainer and consultant working with many charities and organisations in the UK and across the world. He has over 35 years' all round fundraising and leadership experience at all levels with organisations such as NSPCC, UNICEF, RNIB, Action on Hearing Loss, Maggie's, UNHCR and Scope. Stephen is an international speaker, writer, and podcaster. He has worked on the Full Stop appeal that raised over £250 million, has developed global legacies strategies for international NGOs, was chairman of Remember a Charity, a UK consortium promoting gifts in wills, and a former vice chairman of the Institute of Fundraising in the United Kingdom. He is a trustee at a leading UK children's charity. Amid the Russian-Ukrainian crisis, Svitlana and her team successfully navigated a 50% drop in domestic funding by globalizing Tabletochki's fundraising efforts, ensuring vital support for an expanded budget. Her expertise spans diverse donor segments, including individuals, corporations, major donors, and institutions. With 12 years of experience at Deloitte, a leading international financial consulting firm, she brings a wealth of knowledge in audit, corporate risk, and social responsibility.

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this masterclass at**

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Thank you!



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