Improve your story

SLAM 2023 Interact

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Stoyan

Rosa

Nebojsa

Interact

Chat: who has joined a previous SLAM competition?

Yes / No

Application form

https://www.interact-eu.net/#o=node/4197

Why do we use a story?

Jury members who will review 50+ applications

400.000 viewers on Facebook who will discover the project for the 1st time

Application stage
Send us your story

Winner shortlist
Script of the video

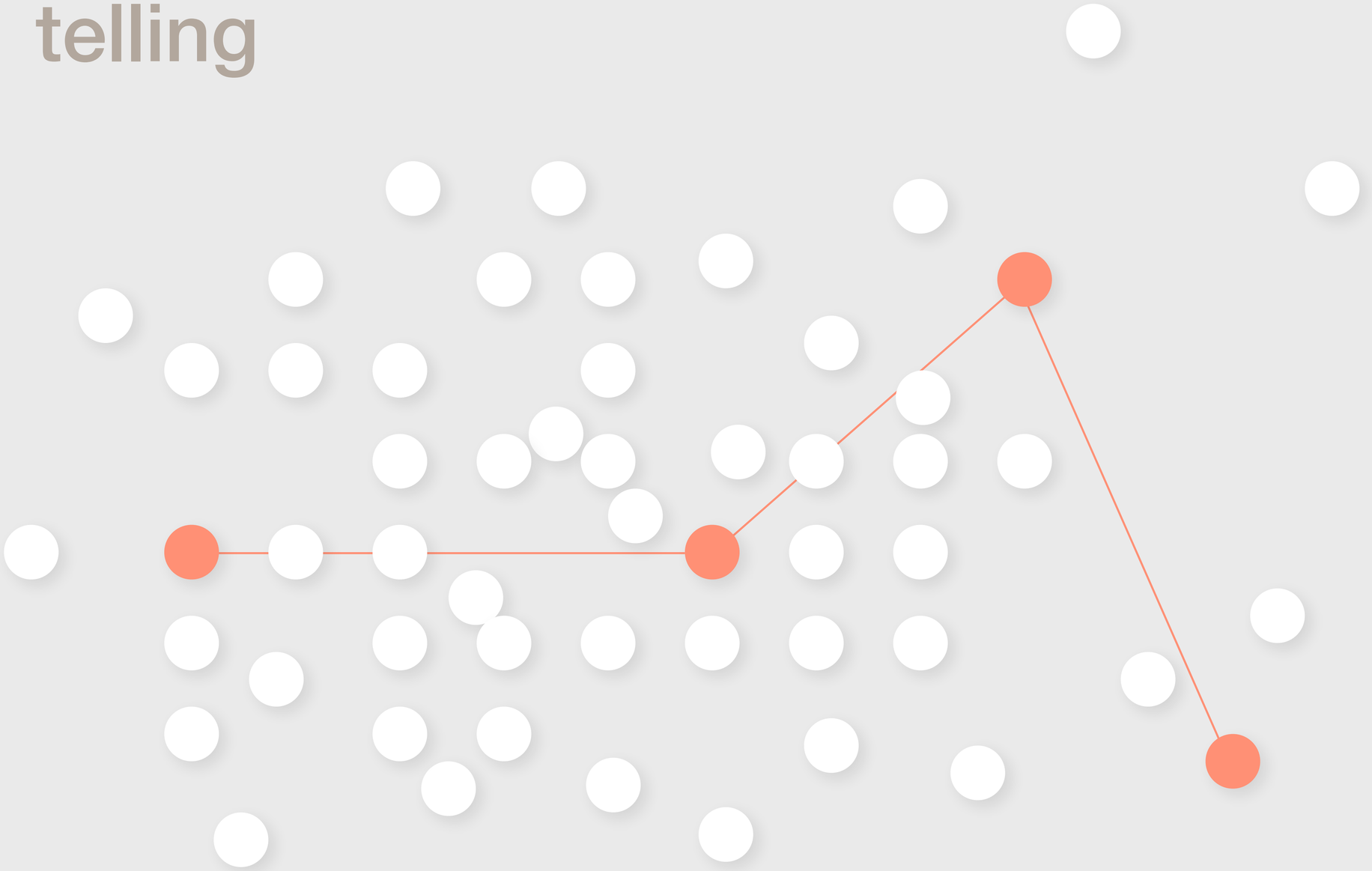
Someone who did not worked on the project can:

- understand it,
- be convinced by your solution
- and inspired to remember it

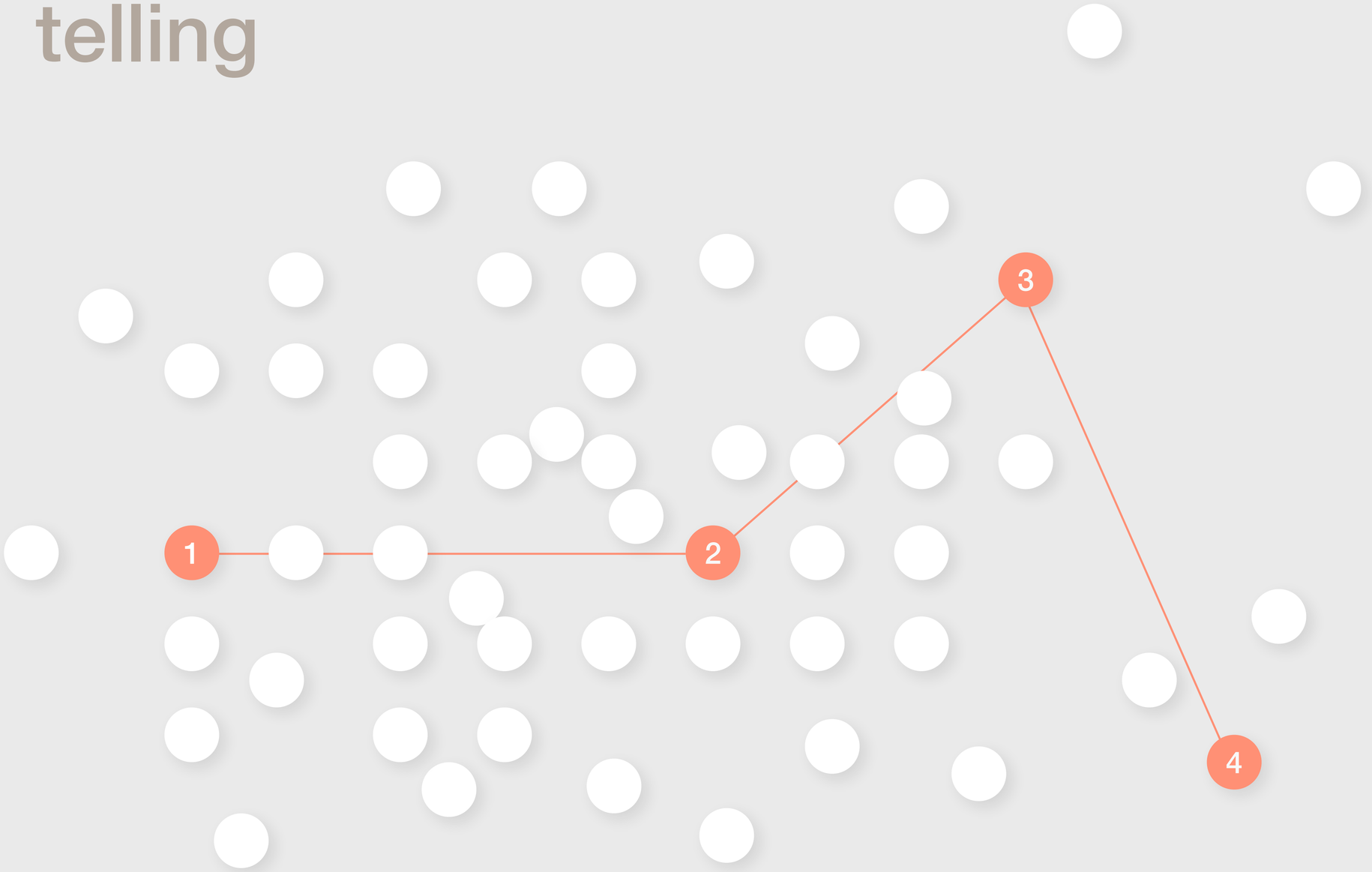
Story telling

Story telling

Story telling

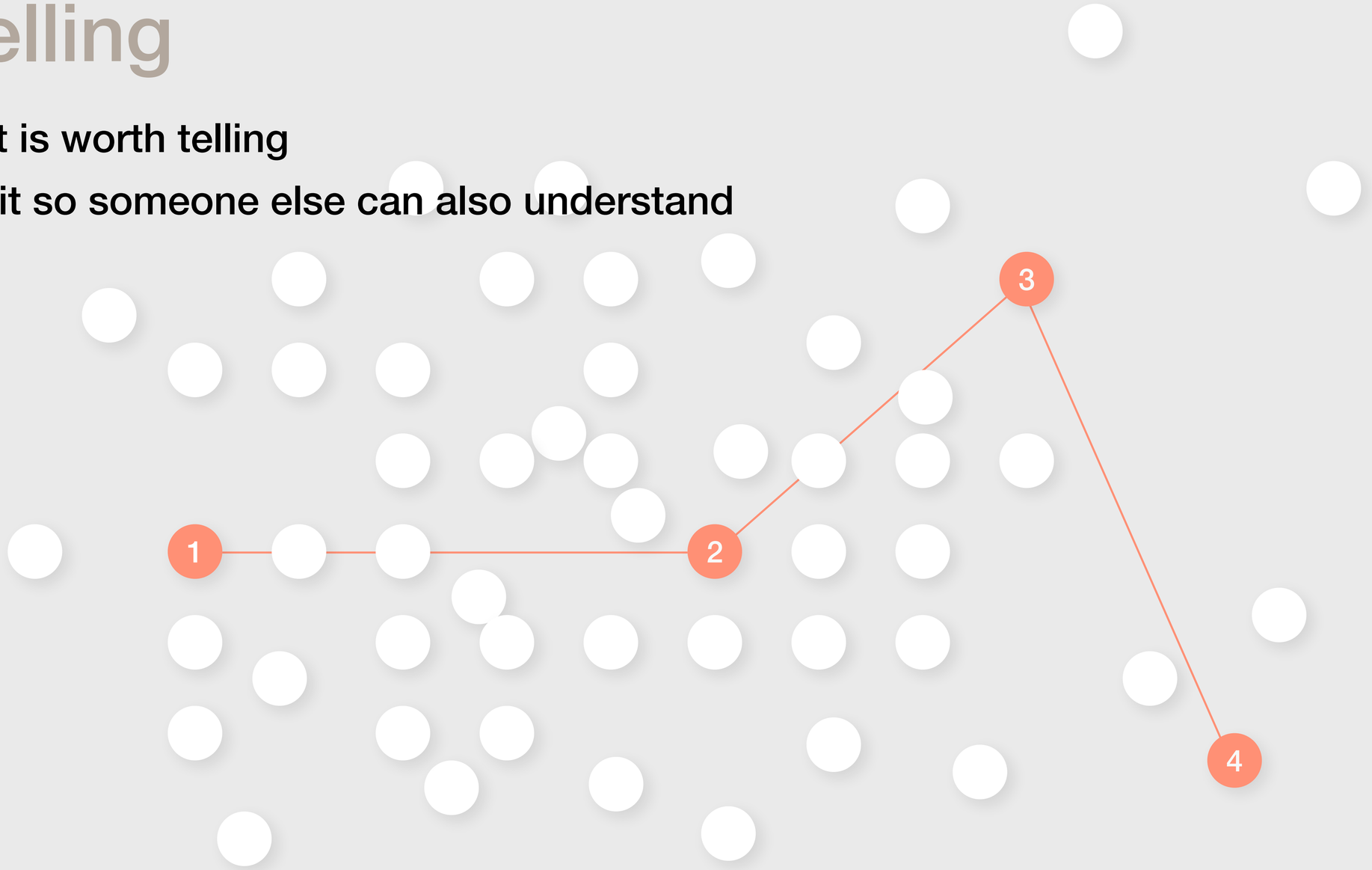


Story telling



Story telling

1. finding what is worth telling
2. connecting it so someone else can also understand



MODULE 1

TOO MUCH INFORMATION

1. We need to understand the context first
2. Using a logical formula is guiding the other person
3. How to use the Powerpoint to write your story

🧠 EXAMPLE

a 3 million euros project's that missed its chance

Powerpoint

1. Context

2. Real Problem

3. Expectations

4. Solution

5. How it works 1

6. How it works 2

7. How it works 3

8. Proof it works

9. Vision

10. Brand

Powerpoint

1. CONTEXT	2. REAL PROBLEM	3. EXPECTATIONS
Climate change is affecting the living conditions on our planet	But local authorities lack data to forecast how the change will affect specifically their region.	Could we help them obtain specific impact reports about their situation?

Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

4. SOLUTION

We launched a data portal where users can download scenarios for their own region.

5. HOW IT WORKS 1

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

6. HOW IT WORKS 2

We then created a dashboard to access data of a specific region in a visual manner

7. HOW IT WORKS 3

And users could download and print a custom report on the most likely scenarios for their region.

Powerpoint

Climate change is affecting the living conditions on our planet

But local authorities lack data to forecast how the change will affect specifically their region.

Could we help them obtain specific impact reports about their situation?

We launched a data portal where users can download scenarios for their own region.

We started by compiling all climate data and geo localise this info using Open Maps - in Europe.

We then created a dashboard to access data of a specific region in a visual manner

And users could download and print a custom report on the most likely scenarios for their region.

8. PROOF IT WORKS

in the last 6 months, our reports were downloaded over 2000+ times, and we were invited to join the European Convent of Mayors to present the solution we put in place

9. VISION

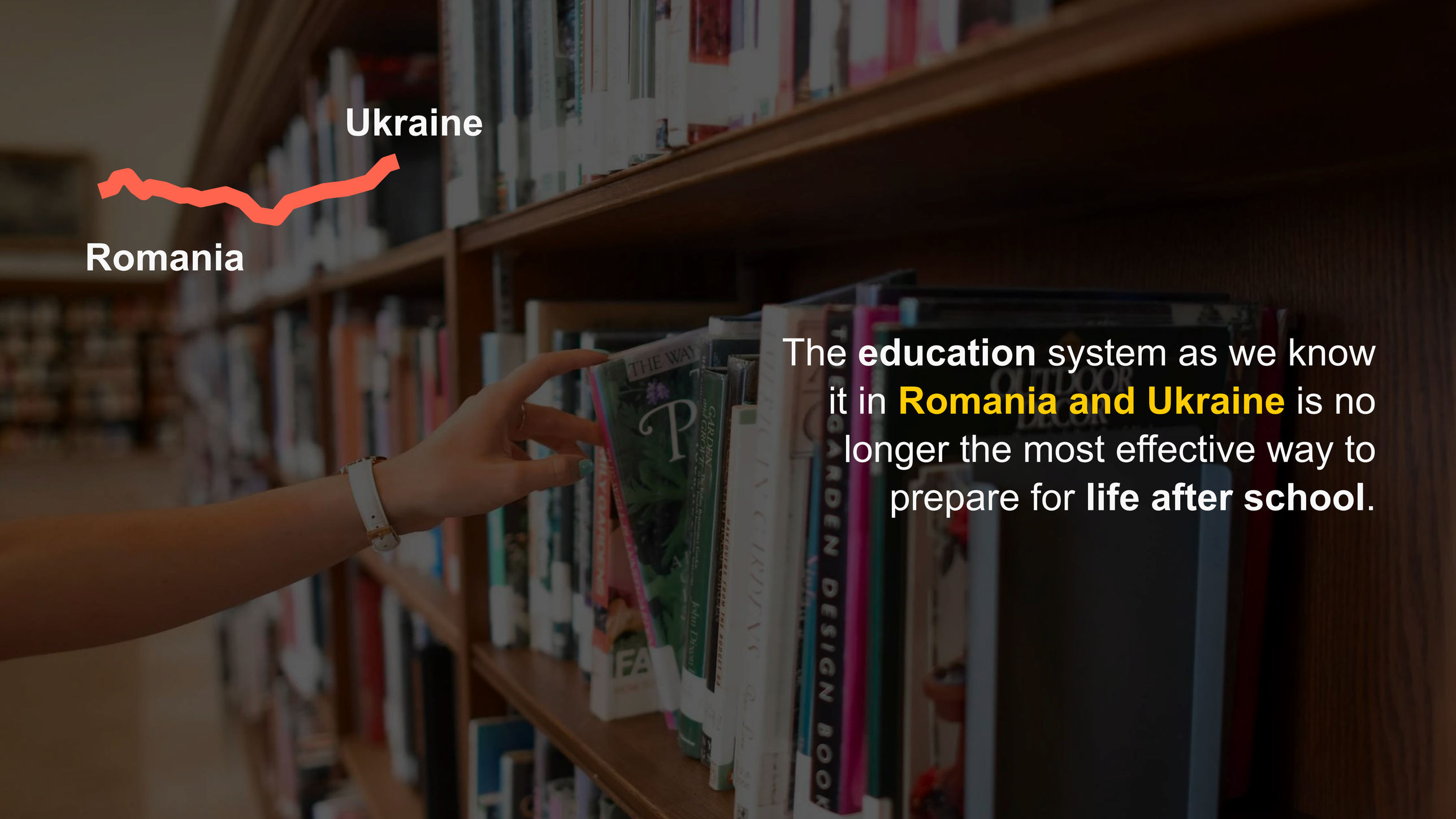
By making complex data easier to relate to for regional players, we help solve climate change, one report at a time.

10. BRAND

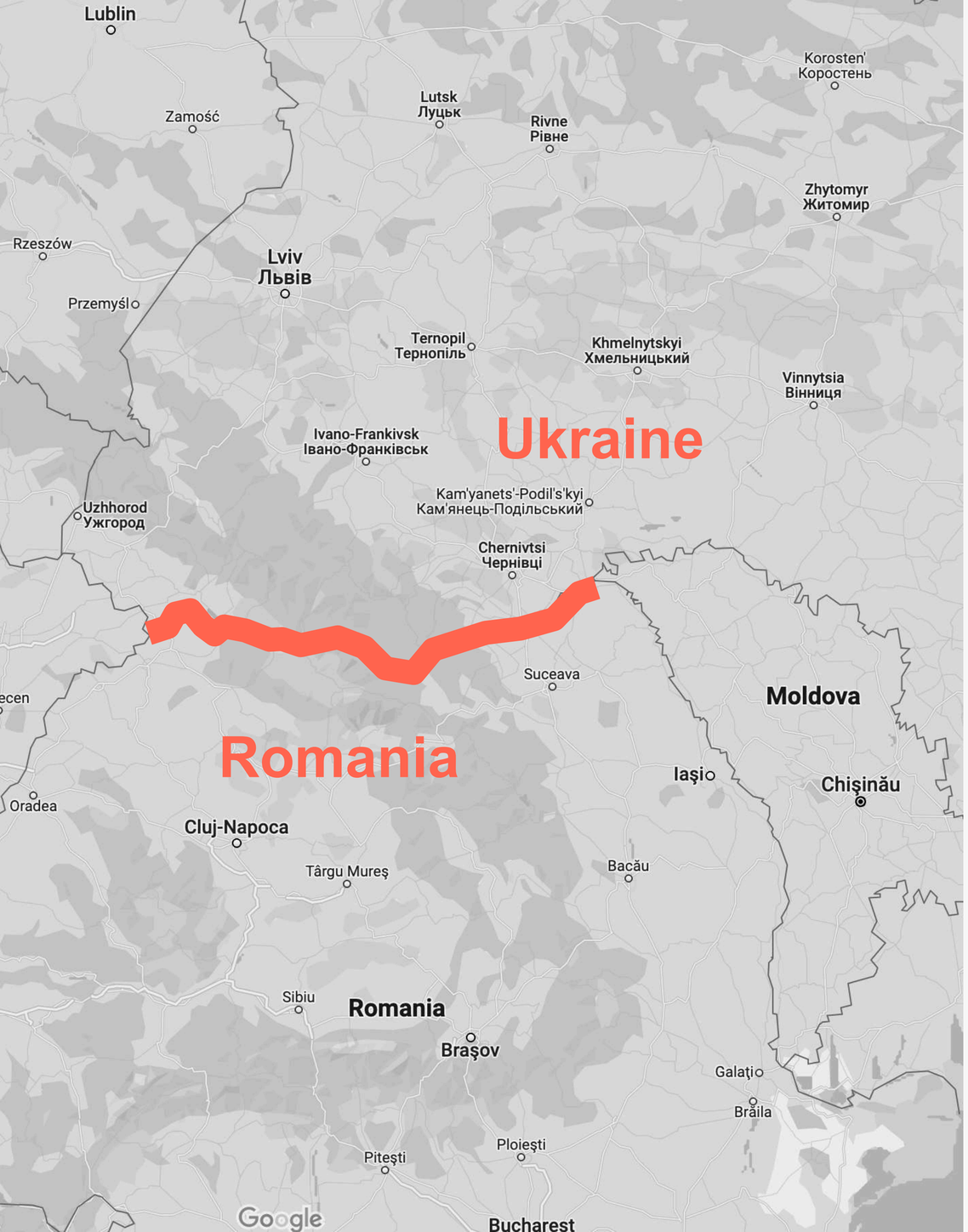
We are the institute for regional climate research, a consortium of 12 universities from Italy, Austria and Germany.

YOUR PRESENTATION

The next slides show an example and propose you to write your own sentence



The **education** system as we know it in **Romania and Ukraine** is no longer the most effective way to prepare for **life after school**.



✅ The **education** system as we know it in **Romania and Ukraine** is no longer the most effective way to prepare for **life after school**.

⛔ ~~The secondary level **education** system as we know it in the border region of the Northern part of **Romania and Southern part of Ukraine** is no longer the most effective way to prepare students in vocational school for **a profession.**~~

For a ministry of Education who wants to try to be innovative, it can be very hard to find the proofs that a new approach is possible.

They want to make sure that students actually benefit from more hands-on training, instead of classic teaching.

Could we launch a pilot project with some more innovative schools to try a different approach, without having to change their entire curiculla.

And get the data that would help the Ministry of Education make decisions.

We launched a pilot project - of innovative pedagogy - that included labs, hands-on approach to learning and special curricula for students in the border region.

MISTAKES / LESSONS LEARNED

1. Don’t leave the project alone when telling his story - they might lack perspective (they are too involved in their own jargon / project)
2. It’s not even a story - it’s a project application form
3. The story is not specific enough
4. Digging into the details too fast
5. Add too many “sub-logics” in the story step
   (branching out to too many different ideas)
6. Compressing too many keywords in the same sentence
   (sentences are short but very abstract)
7. Making the sentence too long, with too many adjectives
8. Too many graphical elements on the same slide
9. Don’t mix stock database images and real images from the project - UNLESS they are similar in style (documentary picture / newspaper style)

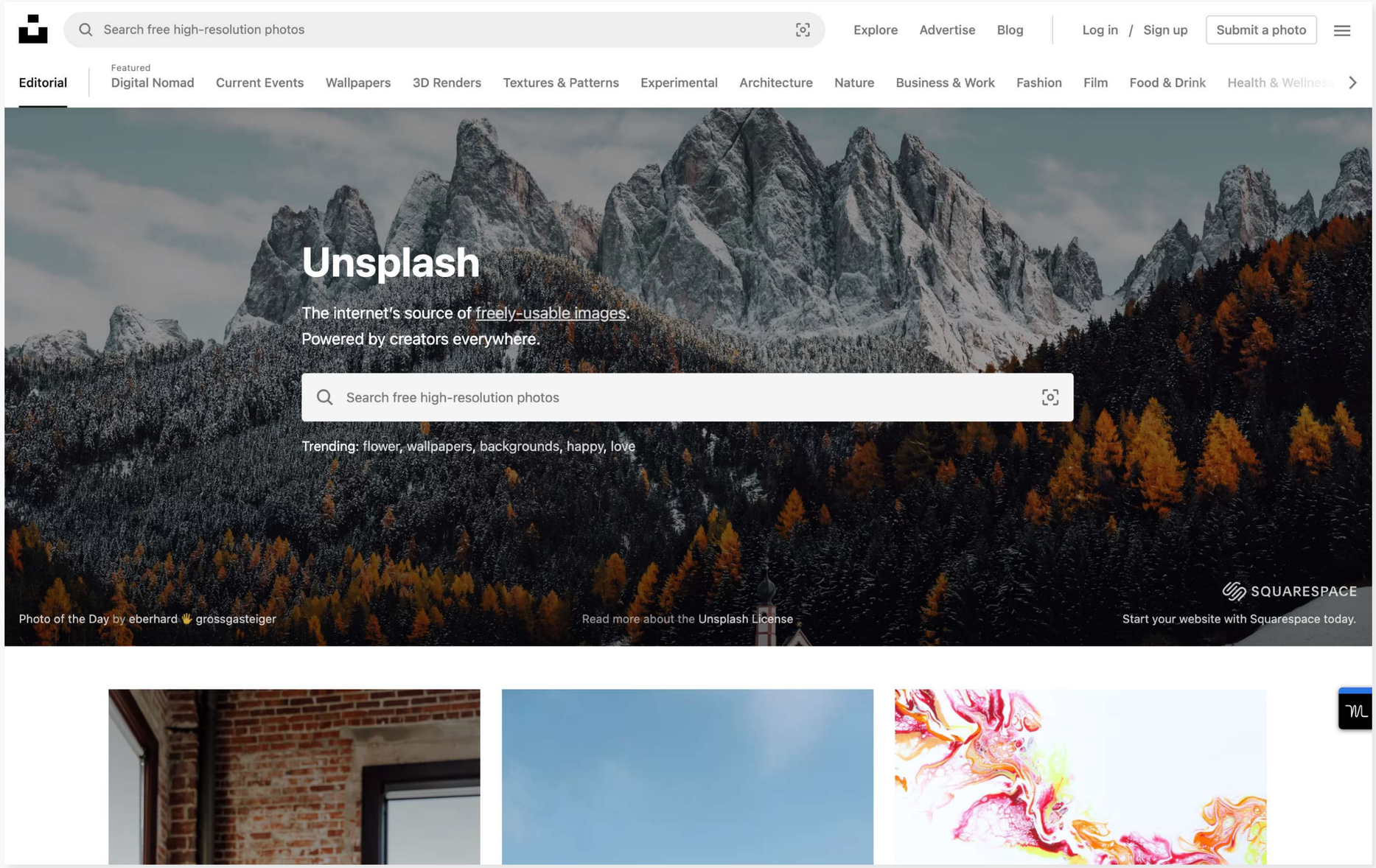
TOOLS

Use these tools to test and improve your story

https://unsplash.com/

Unsplash is currently the most extensive free stock pictures library on the market.

You don’t need to add credits to the pictures you use, but it’s better if you do, so the creator is acknowledged



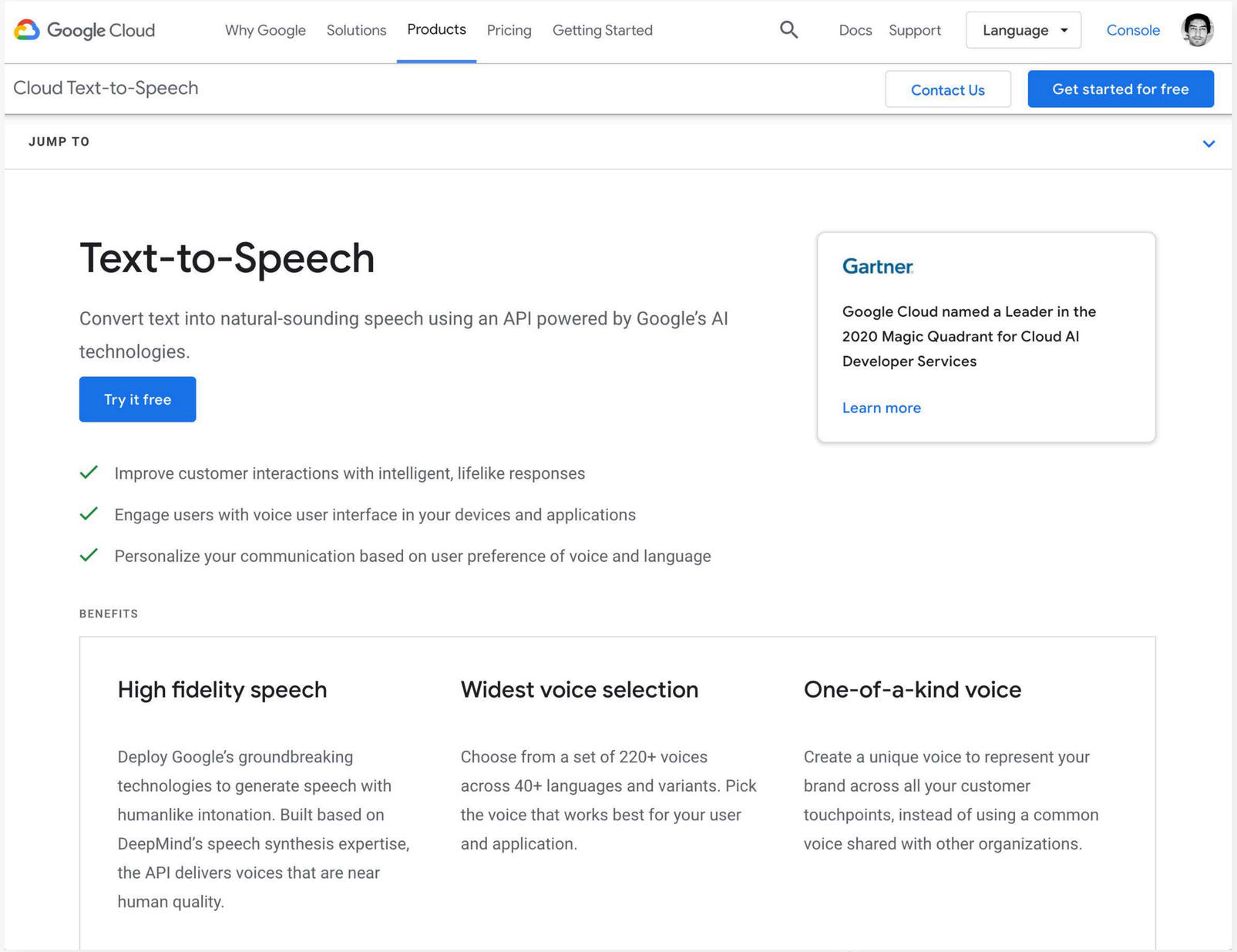
https://cloud.google.com/
text-to-speech

Real-time feedback using AI voices

Testing your story is always helping you make it better.

First because you will realise that some things you know yourself, might not translate well to other people who are less knowledgeable,

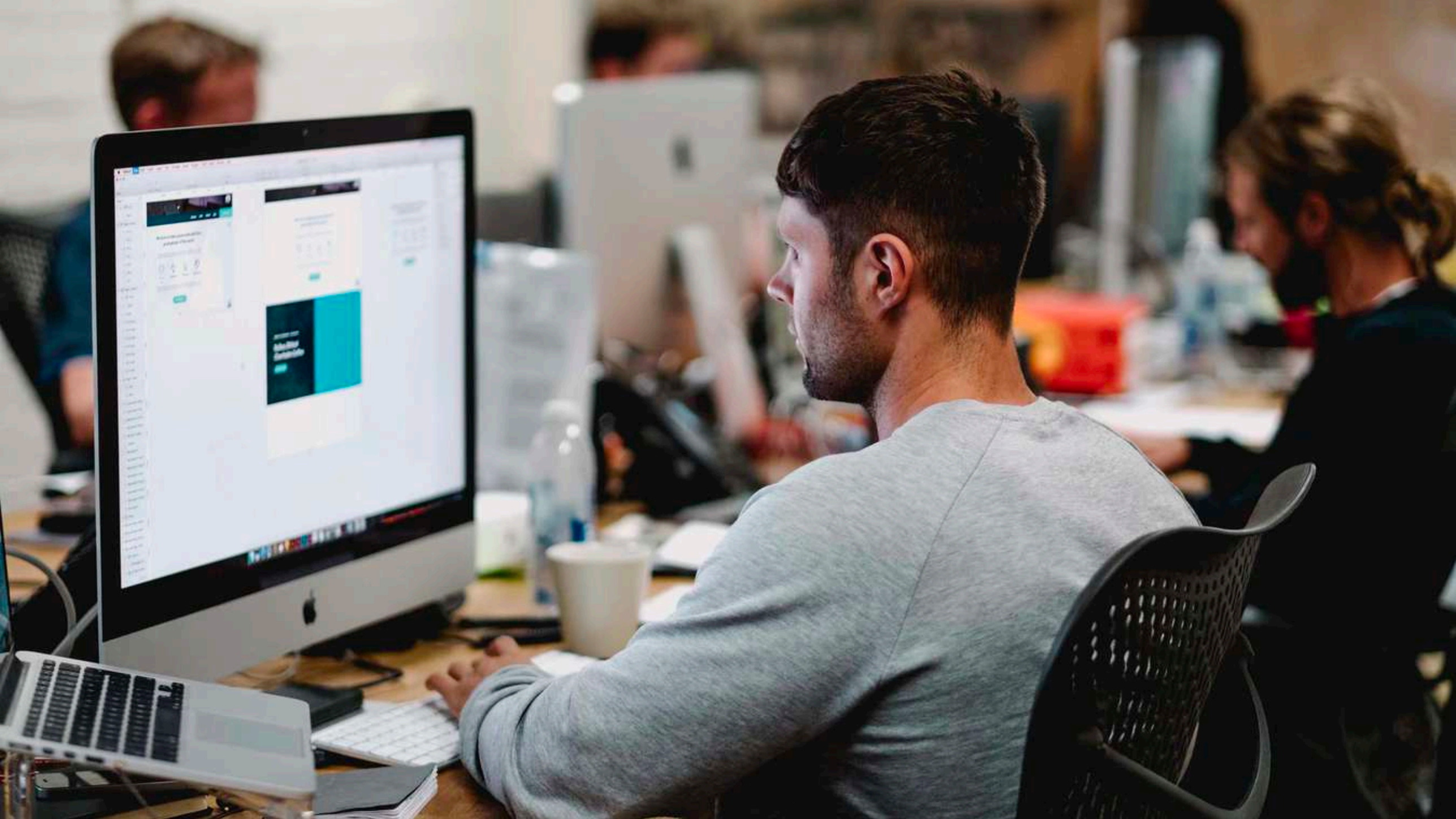
and secondly because you can re-write fast, and test fast to improve your story.

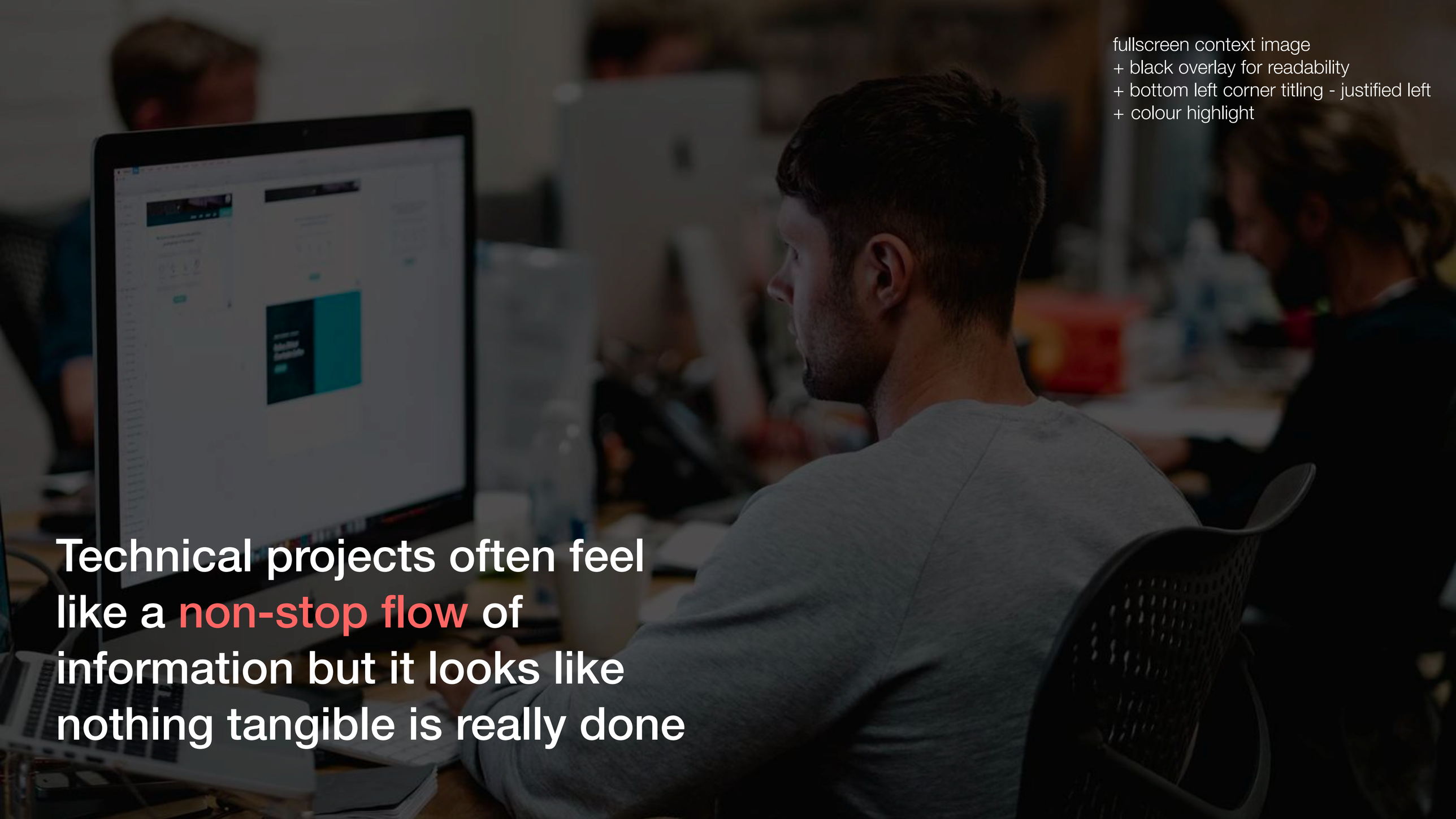


Google Cloud

DESIGN A SLIDE

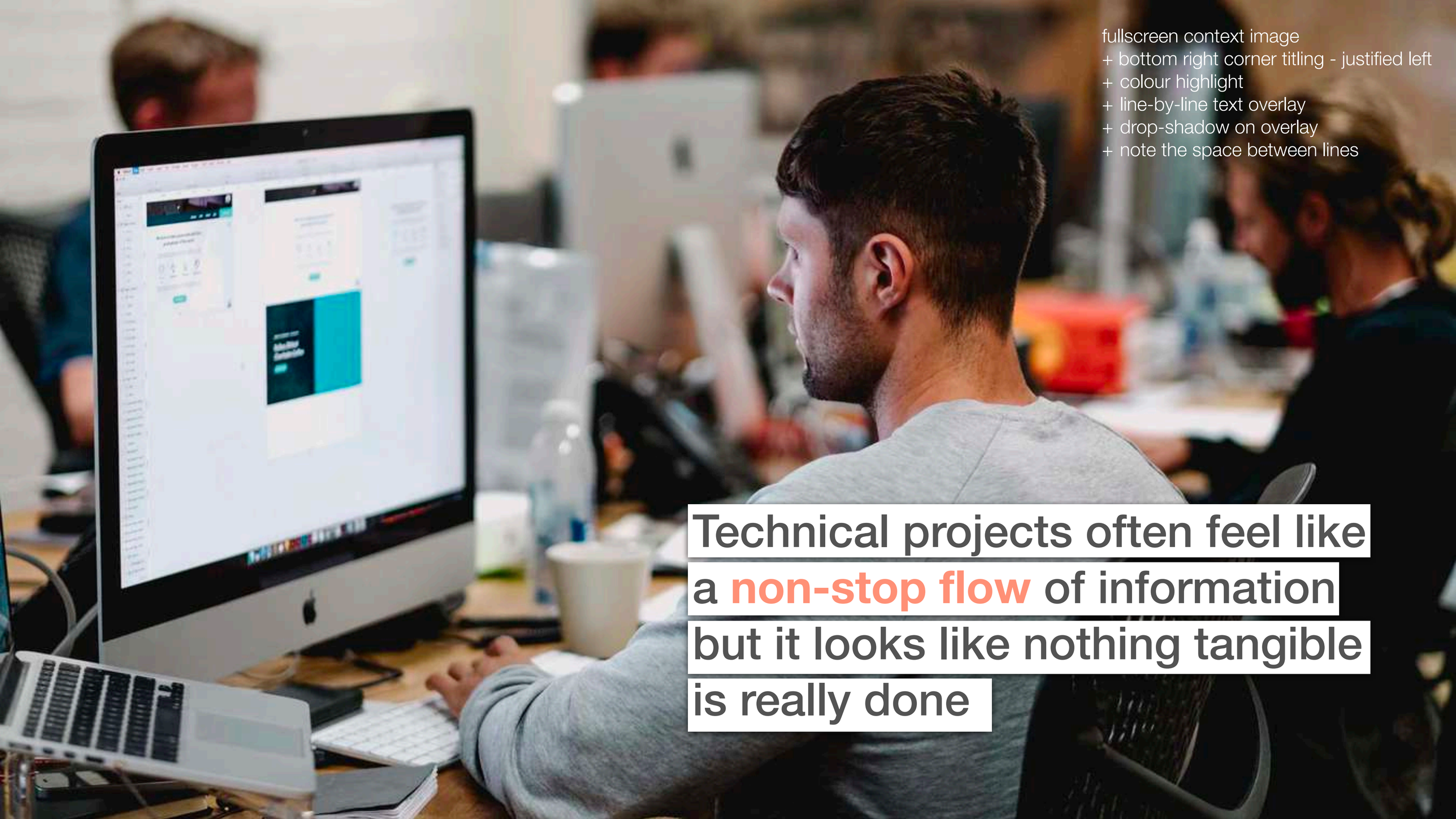
The next slides are examples showing different layouts, using the same text





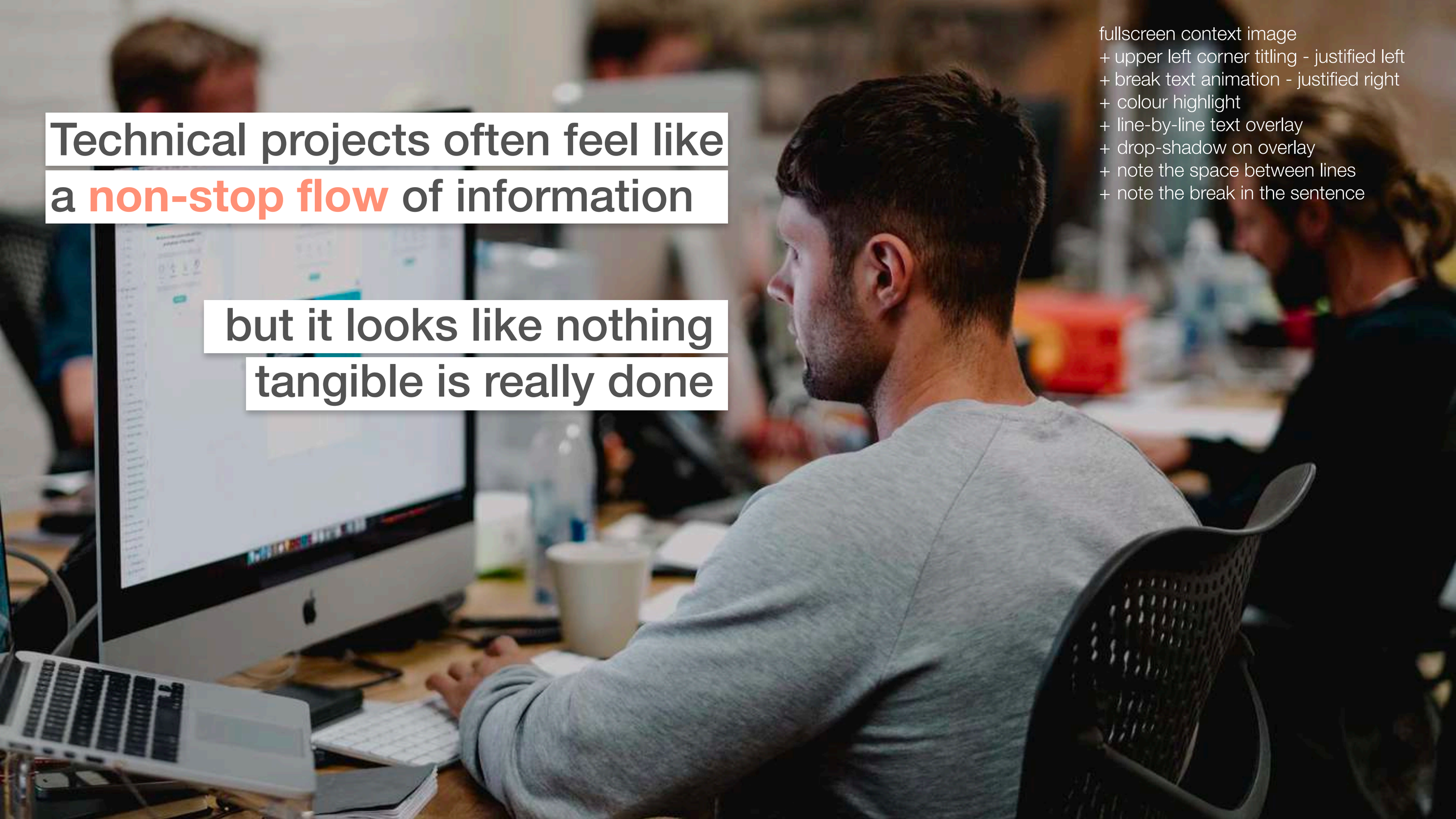
fullscreen context image
+ black overlay for readability
+ bottom left corner titling - justified left
+ colour highlight

Technical projects often feel like a non-stop flow of information but it looks like nothing tangible is really done



fullscreen context image
+ bottom right corner titling - justified left
+ colour highlight
+ line-by-line text overlay
+ drop-shadow on overlay
+ note the space between lines

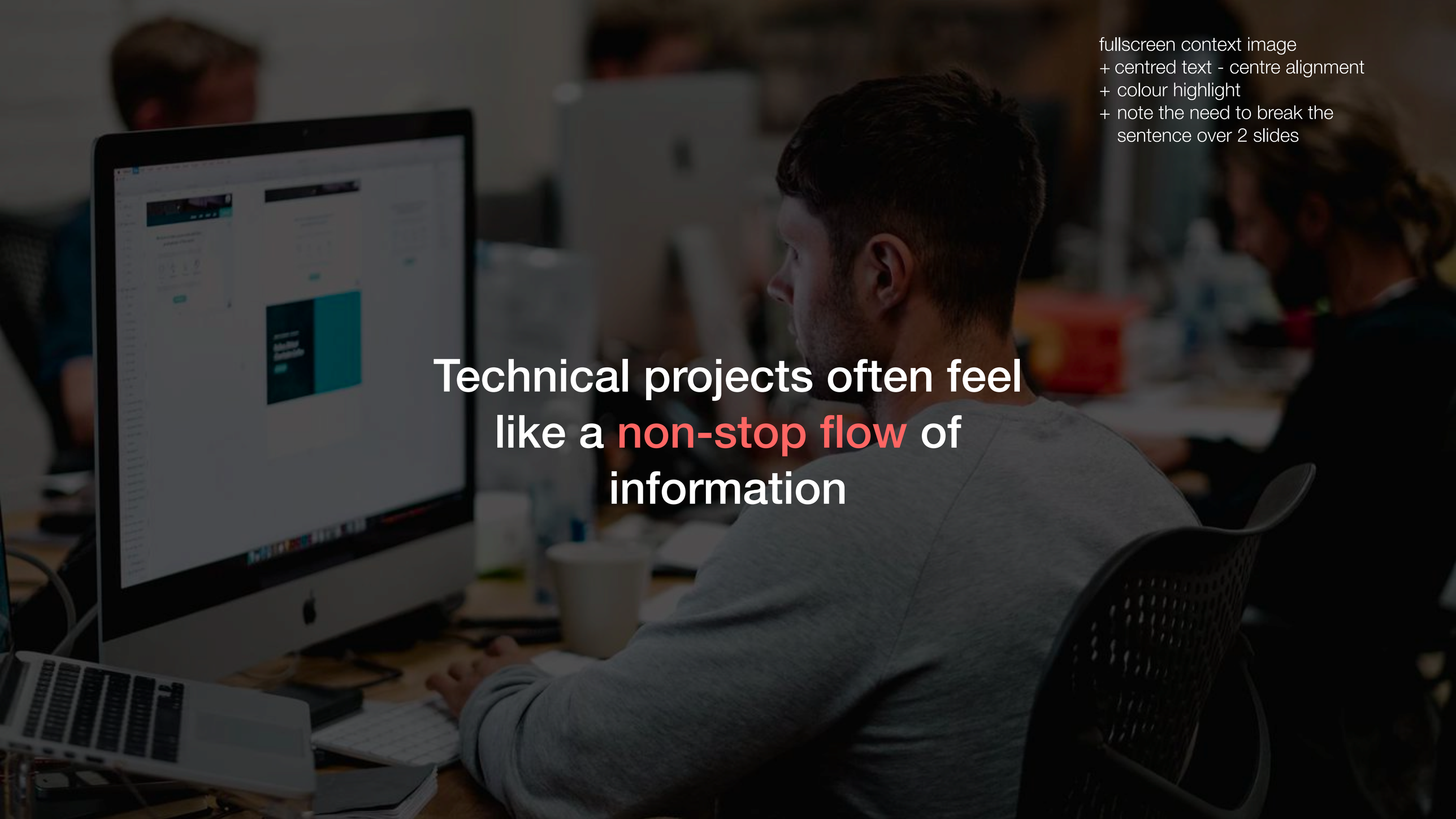
Technical projects often feel like
a non-stop flow of information
but it looks like nothing tangible
is really done



Technical projects often feel like
a non-stop flow of information

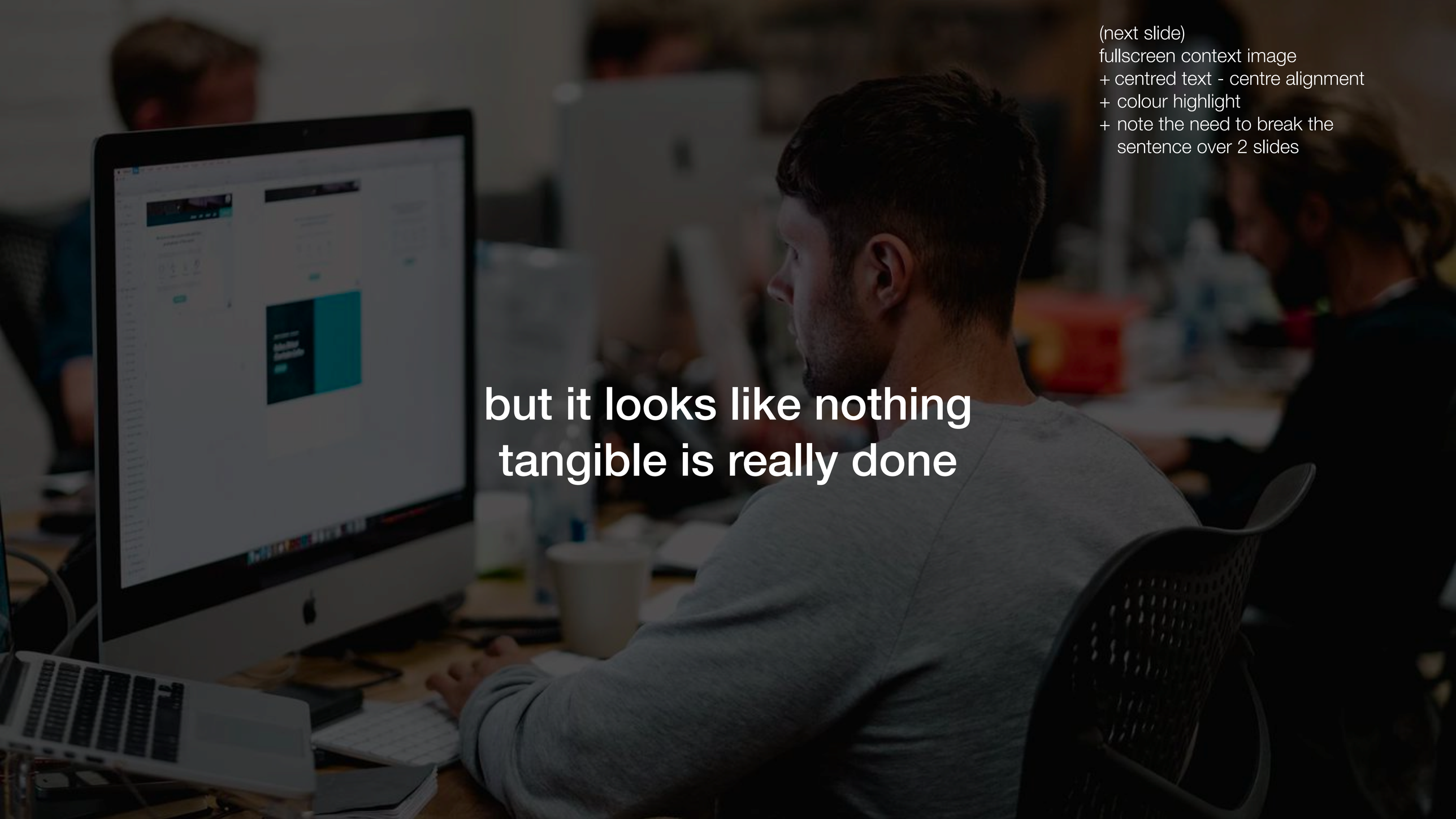
but it looks like nothing
tangible is really done

fullscreen context image
+ upper left corner titling - justified left
+ break text animation - justified right
+ colour highlight
+ line-by-line text overlay
+ drop-shadow on overlay
+ note the space between lines
+ note the break in the sentence



Technical projects often feel like a non-stop flow of information

fullscreen context image
+ centred text - centre alignment
+ colour highlight
+ note the need to break the sentence over 2 slides



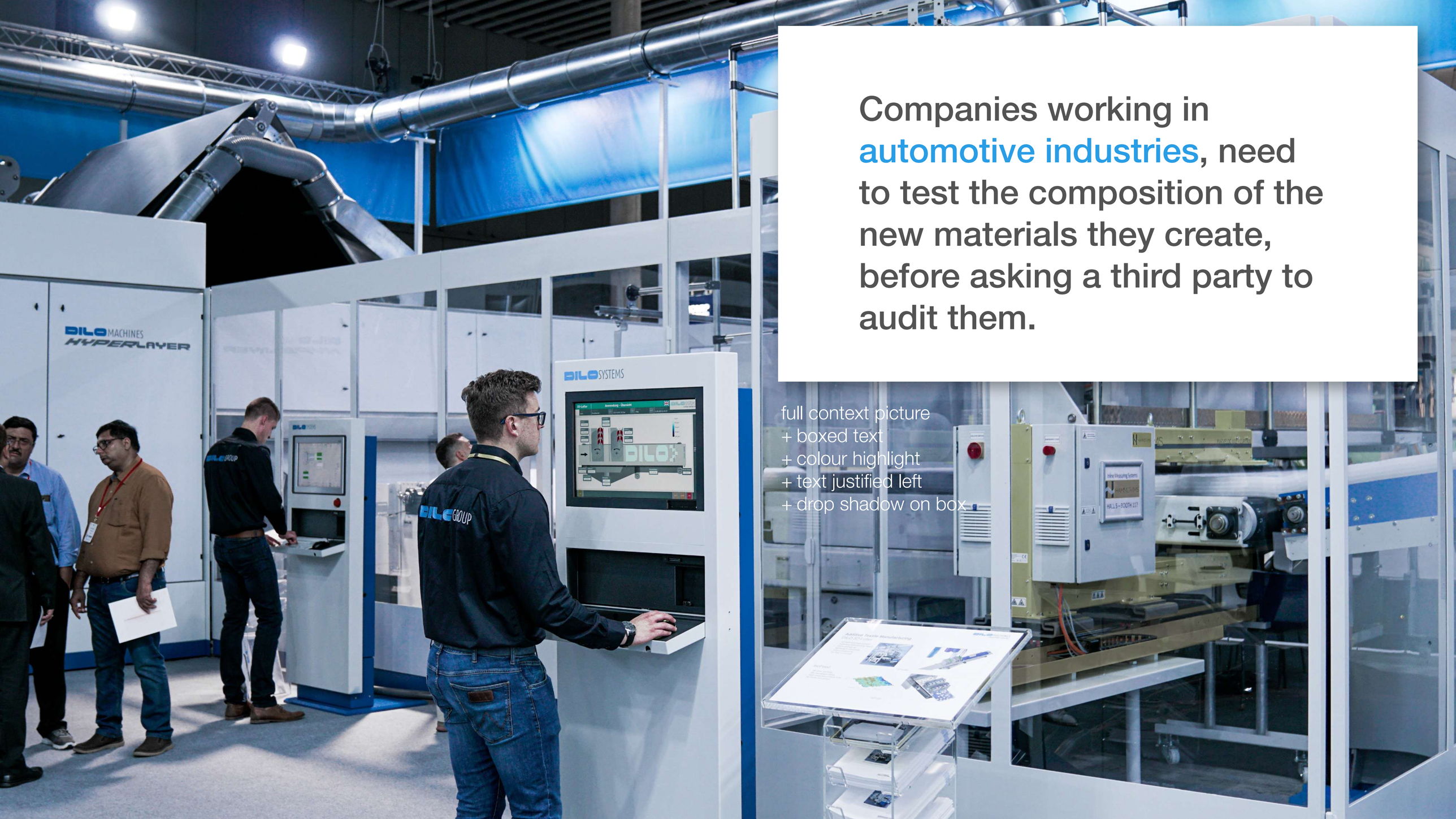
(next slide)
fullscreen context image
+ centred text - centre alignment
+ colour highlight
+ note the need to break the sentence over 2 slides

side 1/3 context illustration
+ right side large text
+ colour highlight
+ large font for design purpose
+ text justified left

Since March 2020, almost 25% of all search on our website are related to the word COVID or Coronavirus.

side 2/3 context illustration
+ left side small text
+ colour highlight overlay
+ text justified left

Companies working in automotive industries, need to test the composition of the new materials they create, before asking a third party to audit them.

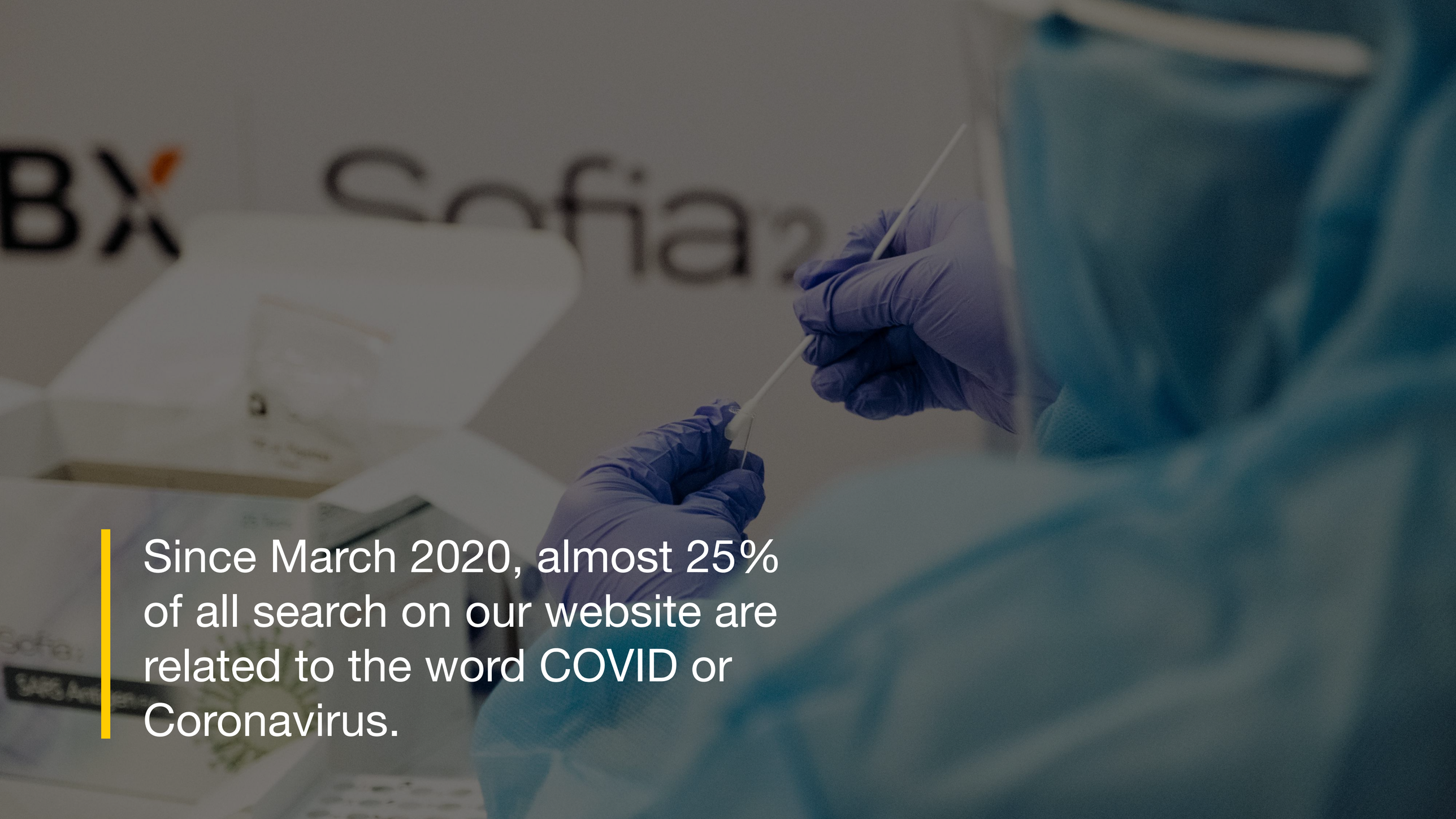


Companies working in automotive industries, need to test the composition of the new materials they create, before asking a third party to audit them.

full context picture
+ boxed text
+ colour highlight
+ text justified left
+ drop shadow on box

Sofia 2
SARS Antigen

BX
Sofia 2
SARS Antigen



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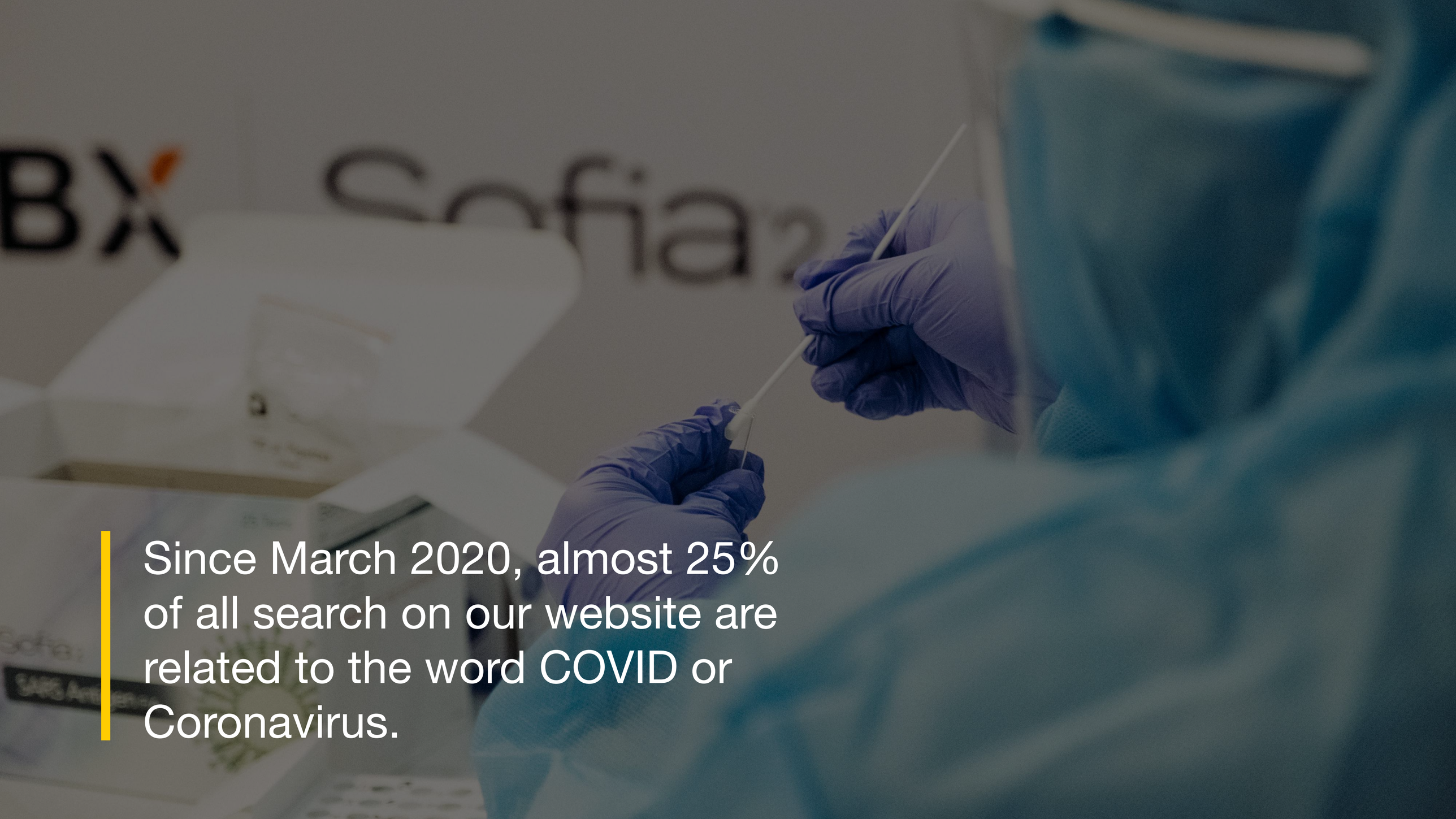

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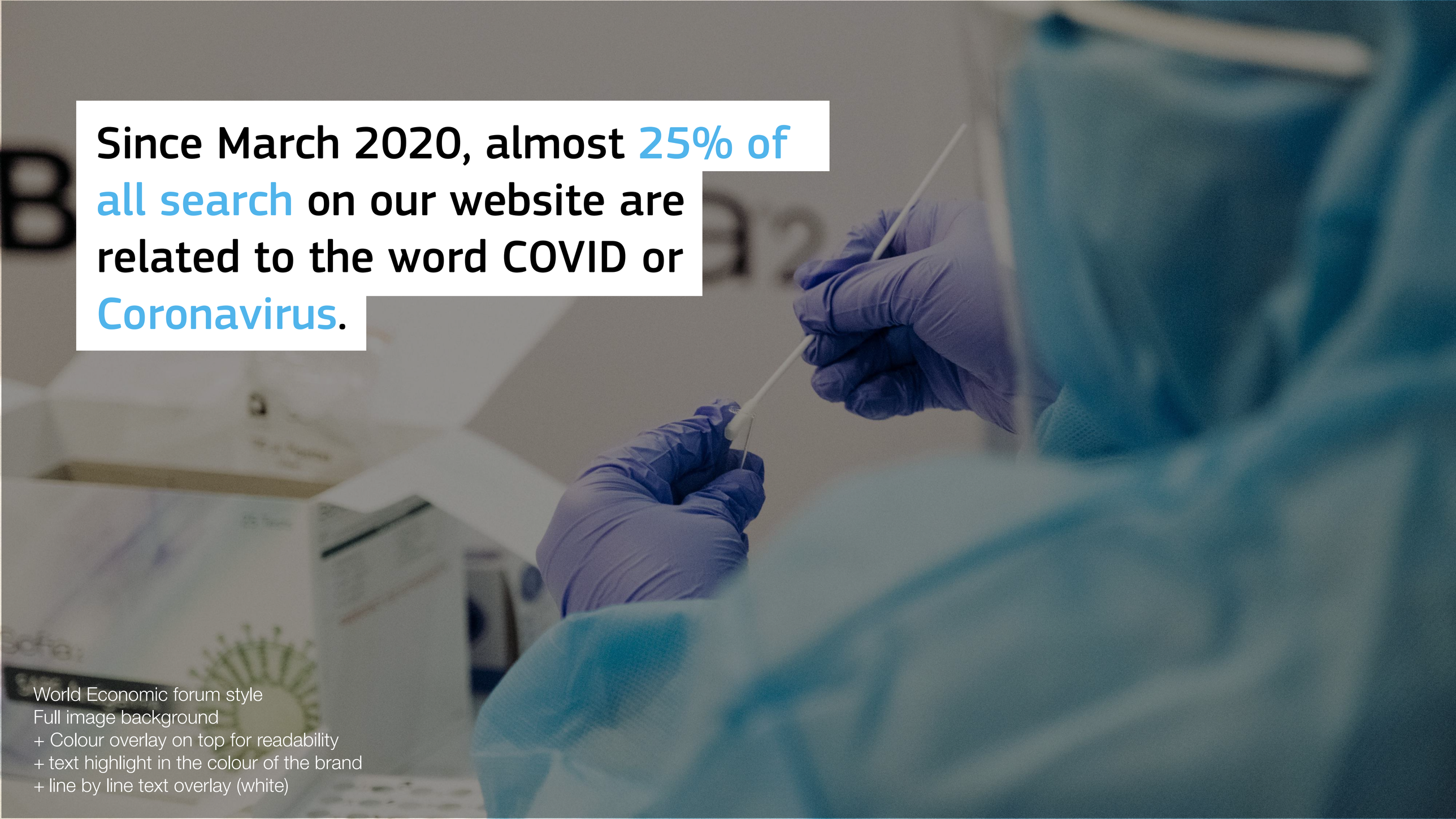
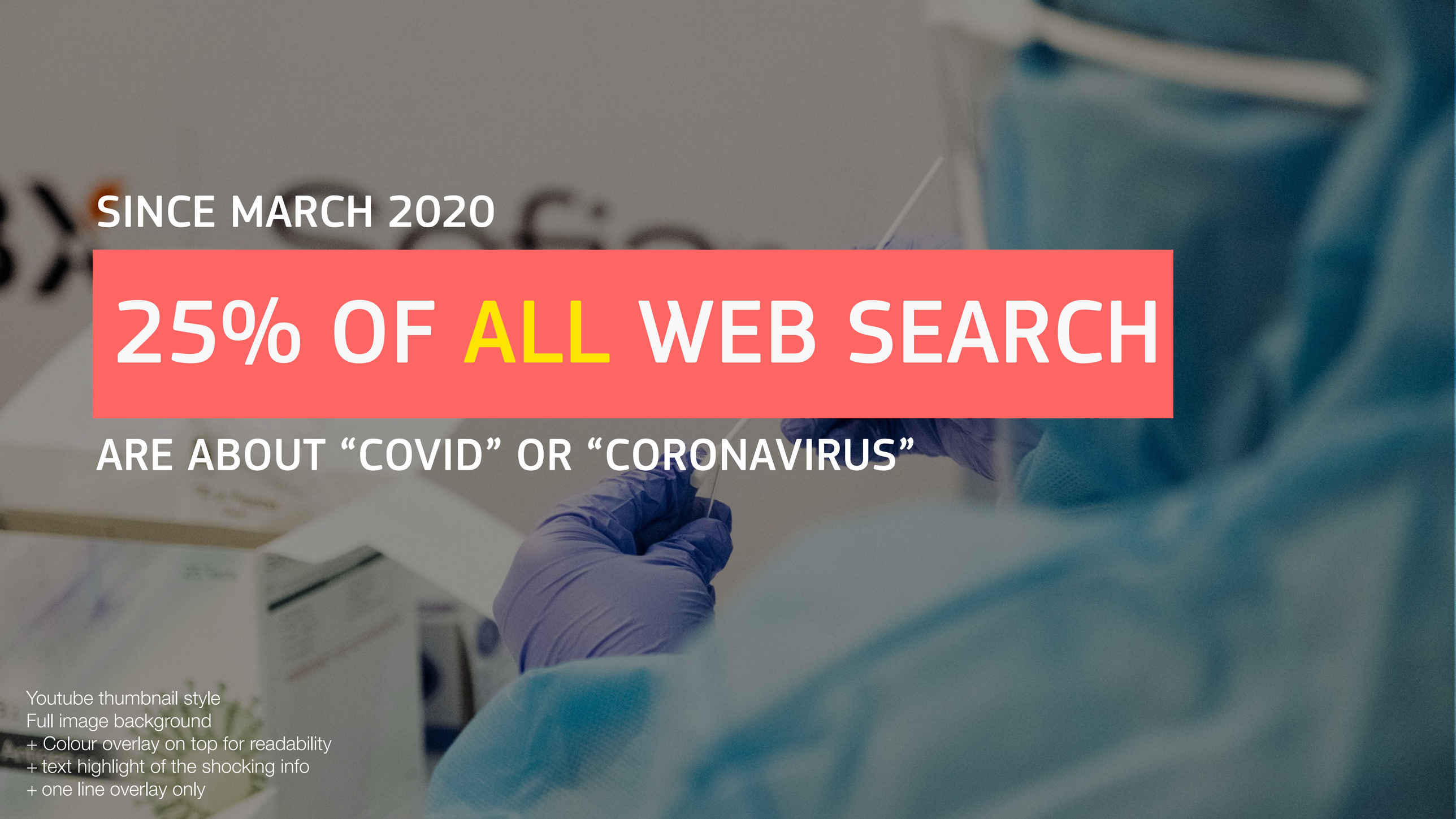


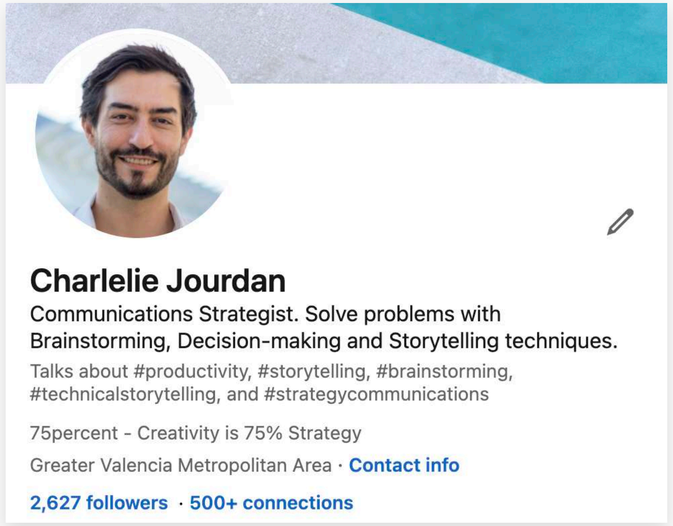
World Economic forum style
Full image background
+ Colour overlay on top for readability
+ text highlight in the colour of the brand
+ line by line text overlay (white)



Youtube thumbnail style
Full image background
+ Colour overlay on top for readability
+ text highlight of the shocking info
+ one line overlay only

Charlelie Jourdan

39 yo, French



(Tech) Google / Intel EU / TEDx Brussels, TEDx San Francisco
(Environment) WWF / EEB / EEA / Birdlife / T&E
(Fintech) BNP Paribas
(EdTech) HEC Paris
(Policy) European Commission / European Parliament / Council of the EU
EU delegations in 20+ countries (INTPA / NEAR / FPI / EEAS)
DG REGIO / INTERREG / Interact / Committee of the Regions
EUROJUST / EMA / EEA / EUIPO / EUAA
Joint Research Centre (JRC)
500+ EU-funded projects / 20+ startups

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I studied EU Affairs, worked at the European Parliament and managed a public communication agency for 6 years

Consultant for €60m total tenders in comms

Trained 5000+ professionals