

# Workshop on “Engaging Stakeholders through Effective Storytelling”

Tuesday, 24 November 2015



Ms Zoë Arden

- Need some inspiration on introducing new campaigns into business?
- Feel difficult persuading your management into your new ideas?

**Join the workshop and gain some insights!**

## Effective storytelling

A daily challenge of in-service executives is how to implement campaigns / execute projects, by influencing various stakeholders, including the CEO, the Finance Director, Operations Director, employees, customers and suppliers. Storytelling skills facilitate effective stakeholder engagement, which requires the ability to put yourself in stakeholders’ shoes, use their language and explain ‘what’s in it for them’.

Well-delivered stories create real connections with stakeholders, speeding up the overall work process. Storytelling skills are beneficial to any executive whose work involves negotiation and lobbying. This interactive workshop will focus on crafting meaningful messages and inspiring stories that help succeed in engaging important audiences.

## Workshop leader

**Ms Zoë Arden** is Director of SustainAbility, an advisory firm and think tank that works with companies globally. Besides her current role, Zoë will draw on her experience of leading communications and sustainability in-house at British Telecom. She has conducted storytelling training with University of Cambridge Masters students, as well as firms like Microsoft and Adidas.

Date:	<b>Tuesday, 24 November 2015</b>
Time:	<b>4:15 pm – 5:45 pm</b>
Venue:	Room 101, First Commercial Building, 33-35 Leighton Road, Causeway Bay, HONG KONG
Language:	English
Fees:	<b>HKMA Members – FREE</b> <b>Non-HKMA Members – HK\$280</b>

Decision makers from SMEs\* may enroll to the event **free-of-charge!**

As seats are limited, the offer above will be on a first-come-first-served basis with priority given to HKMA Members.

\* SME refers to a company with less than 100 Hong-Kong-based employees.

### Enquiries:

Ms Pearlle So  
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Ms Coral Lee  
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### Registration:

Ms Grace Sit  
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Ms Sindy Siu  
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**Deadline : Tuesday, 17 November 2015**

**Application Form**

(MMP-ADM-2015-X-FC)

To: The Hong Kong Management Association  
Enquiry: Ms Pearlie So Tel: 2774 8547 E-mail: pearlieso@hkma.org.hk  
Ms Coral Lee Tel: 2826 0538 E-mail: corallee@hkma.org.hk  
Registration: Ms Cindy Siu Tel: 2774 8515 E-mail: sindysiu@hkma.org.hk  
Ms Grace Sit Tel: 2774 8583 E-mail: gracesit@hkma.org.hk  
Fax: 2365 1000

Spaces are limited, reservation will be on a first-come-first-served basis! Interested parties are requested to send the application form to the Secretariat together with the exact fees on or before Tuesday, 17 November 2015. Confirmation e-mail will be sent to successful applicant. Any cancellation made less than 48 hours prior to the event will not be accepted.

**(Please fill in the following in BLOCK LETTERS)**

If applicable, please put a tick on

Our Company is an SME\*, we have \_\_\_\_\_ employees.

Name: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_ (If applicable)

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

Current Position: \_\_\_\_\_ Tel.: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Cheque No.: \_\_\_\_\_ Amount: HK\$ \_\_\_\_\_ (If applicable)

Sponsorship (If applicable):  Self-sponsored  Company-sponsored

*(Please make crossed cheque payable to “The Hong Kong Management Association”, and return it to 16/F Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG)*

**Declaration**

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Please tick the box to indicate your consent.  Please tick the box to indicate your objection.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

Deadline: Tue, 17 November 2015

*Note: The event will be cancelled if Typhoon Warning Signal No. 8, 9,10 or Black Rainstorm Warning Signal is in force within two hours prior to the event. The event may proceed if the said signals are cancelled two hours before the registration time of the seminar. However, this is subject to the final decision of the Association.*