

PATA[®]

Pacific Asia Travel Association

HUMAN CAPACITY BUILDING PROGRAMME

THEME :

EXPLORING THE ART OF STORYTELLING

JULY 12 – 13, 2017





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The Pacific Asia Travel Association ([PATA](#)) is to stage its first 'PATA Human Capacity Building Programme' in the Maldives. The event is organised jointly with the Maldives Association of Travel Agents and Tour Operators ([MATATO](#)).

The event, with the theme 'Exploring the Art of Storytelling', takes place on July 12-13, 2017 at Travel Trade Maldives (TTM) in Dharubaaruge, Maldives. It delivers an intensive and interactive training programme incorporating a series of classroom interactions conducted by leading travel industry experts coupled with practical activities, group assignments and networking opportunities. Programme content is based upon the successful PATAcademy-HCD event held in December at the Association's Engagement Hub in Bangkok.

Participants gain hands-on experience by working both individually and on team-based projects where presentations are shared at the end of the programme. From this intensive high-value training, participants take home practical marketing strategies to be applied and implemented in their respective organisations.

Participants who have successfully completed the course will be awarded a PATA Human Capacity Building Certificate entitled: 'Certified Asia Pacific – Explore the Art of Storytelling'.

Please click to view PATAcademy-HCD [video](#).

◆ OVERVIEW - WHY STORYTELLING?

Storytelling is one of the most universally human ways of communication. Stories bring life to data and facts. They're designed for sharing – easy to tell, easy to remember. Cultures have long used storytelling to pass on knowledge and content as stories are easily passed on from one person to the next.

In business, storytelling has become increasingly important as a way for individuals and entrepreneurs to distinguish their goods and services in a crowded marketplace. Stories help present facts in an interesting and memorable way to engage all types of audiences - from consumers and clients to your management team.

Stories influence, inspire, and educate. If you want your ideas to be heard, it must be rooted in a story that your audience can emotionally connect with.

◆ PATA CAPACITY BUILDING PROGRAMME: THE ART OF STORYTELLING

Join us at the next PATA Capacity Building programme in July 12-13, 2017 to learn how to create inspiring stories that touch the hearts and the minds of your audience.

The two-day programme will empower your business with the skills to tell compelling narratives of your products and brands, including:

- Generating realistic, narrative-driven user stories
- Choosing the most effective medium
- Learning to ask the right questions
- Identifying elements of powerful stories
- Communicating and presenting your ideas well to influence and inspire actions

◆ PROGRAMME

DAY ONE WEDNESDAY, JULY 12, 2017

- 0900-0930** **Welcome Remarks**
Representative from Maldives Association of Travel Agents and Tour Operators (MATATO)
- 0930-1000** **Welcome to PATA Capacity Building Programme**
Dr. Mario Hardy, Chief Executive Officer, PATA
- 1000-1100** **Getting to Know Each Other** (Details at the end of the programme)**
- 1100-1230** **A Filmmaker's Perspective: Visual Storytelling and Creating Effective Tourism Videos**
Kyle Sandilands, Director and Cinematographer
- This session will go into detail about how engaging, narrative-driven films are changing the way we share stories. Audiences are more sophisticated now than ever, and we'll talk about how that 'visual literacy' relates to creating films that not only tell stories, but also bring a lot of emotion to the table. We'll look at a few examples of promotional tourism films and go through what works and doesn't work, as Kyle shares some of his experiences in shooting and directing tourism films, documentaries, and television content from around the world.
- 1230-1330** **Lunch**
- 1330-1500** **Scott User Story Training**
Trevor Weltman, Head of Growth, Triip.me
Dung 'Mos' Dang, Founder and Head of Product, Scott Experience Design
- 1330-1500** **Scott User Story Training**
Trevor Weltman, Head of Growth, Triip.me
Dung 'Mos' Dang, Founder and Head of Product, Scott Experience Design

Scott User Story is an immersive training that teaches core concepts of successful product development and marketing. The tools are accessible and relevant to the technical and business sides of any modern organisation, from developers to marketers. Via practical hands-on activities that actively define product needs and build empathy for target customers, participants will ultimately generate realistic user insights to guide future marketing and product decisions.

Trevor Weltman is the Head of Growth for Triip.me – an impact travel company present in 98 countries and over 650 cities. He has eight years of training experience, having led courses in IT and personal development around the world in both Chinese and English. Before Triip.me, Trevor worked at Google as an Account Strategist, Google Analytics Expert, and as a mindset and management trainer. He is the co-creator of the User Story Training.

Dung ‘Mos’ Dang is the Founder and Head of Product at Scott, a consultative-design company that solves complex problems of product development, working culture and creative efficiency. Before Scott, Mos was a product designer, growth hacker and trainer at Atlassian - the largest software company in Australia. He is the co-creator of the User Story Training.

1500-1630 Module I: Problem Statement Generation

In this module, participants will undergo the framework for how to effectively begin the marketing or product creation cycle as accurately as possible to the true goal of the organisation.

1630-1730 Module II: User Empathy Map

The focus of this module is a framework that helps teams understand the emotional needs of their target audience in a fast and highly organised way (it’s fun, too!).

DAY TWO THURSDAY, JULY 13, 2017

0900-1100 Module III: Customer Journey Mapping (CJM)

Using insights from the first and second modules, this module helps participants translate the goals of the organisation (Problem Statement) and needs of the user (Empathy Map) into an informed customer journey.

1100-1230 Creating Compelling Stories Online

Matt Gibson, Professional Travel Bloggers Association/UpThink

This session outlines elements that are common to all good stories using both historical and modern examples. Matt will show how those elements can be used to reach your customers in any medium and on any platform. Learn how to use data to uncover the stories that your customers want to hear most, how to choose the most effective medium for your story, and how to create compelling stories for all mediums and platforms -- from a 140-character tweet to an Instagram photo and a YouTube video series.

The PTBA is a non-profit organisation made up of travel bloggers and travel industry organisations such as yours. It is dedicated to helping travel influencers and industry work together through education, networking, and the creation of industry best practices.

1230-1400 Lunch

1400-1500 Group Project Preparation

1500-1630 Group Activity and Presentation: Unveil Your Story

In this group exercise, participants collaborate in teams to practice the storytelling techniques and approaches learned from previous sessions. Each team will be assigned to apply storytelling elements to effectively market a product, service or destination of their choice. Participants will be required to present their story to the classroom as a group. Each group will be given 10 minutes for presentation

1630-1730 **Wrap-up and presentation of individual Certificates**

Speakers will provide useful feedbacks on group presentation for improvement.

End of Programme

◆ GET TO KNOW EACH OTHER

DAY 1

0930-1030 **Get to know each other**

Each participant is given two minutes to introduce themselves and tell us more about:

- Your role at your organisation
- What are the products, services or destinations that you wish to promote

Group activity and presentation: Unveil your story

Participants are then divided into groups to work on an ongoing project. You may work on your group project during break times and you are also allowed one hour of preparation time before your presentation. The project details are:

- Select a product, service or destination that you would like to present
- Participants should consider bringing local products or traditional costumes to show us the real stuff and wear during your presentation
- Apply storytelling techniques with the expertise within your team members to create a wonderful story that can convince, persuade and inspire a global audience to purchase your product or service or visit your destination
- On the last day of the Academy, from 1500 hrs. to 1630 hrs., your team will be given 10 minutes to present your team's story
- Don't forget to elaborate on your product, service or destination and its uniqueness
- We strongly encourage creativity; you may use PowerPoint, theatrical skills, debate/panel discussions or any other form of expression. Team presentations are preferable
- Each group may also consider making a short video (2-3 minutes) in their free time across the two days of the workshop as a means of complementing the presentation
- Some speakers will also listen to your stories and they will provide useful feedback for improvement
- The group with the most fascinating story that inspires a global audience to make a purchase or visit a destination will be awarded with a special gift



KYLE SANDILANDS
Director and Cinematographer
www.kylesandilands.ca

Kyle Sandilands is a Canadian filmmaker with a background in shooting, directing and editing projects ranging from commercial and corporate videos to television and documentary films. Having worked on everything from major studio Hollywood films to small-unit documentaries on the Everest Base Camp trek, Kyle is always searching for projects that push the limits physically, creatively, and experientially.

As part of the PATA Foundation's CBT Vietnam project, Kyle has shot and directed several short documentaries about the impacts of tourism in the hill tribe villages of Northern Vietnam. In addition, he has worked as a videographer for UNICEF Cambodia and has created many videos for various NGOs and tourism boards in the South East Asia region.



TREVOR WELTMAN
Head of Growth, Triip.me

Trevor Weltman has over 8 years of training experience, having lead courses in IT and personal development around the world in both Chinese & English. At present, Trevor is the Head of Growth for Triip.me – a global travel-startup in over 650 cities in 98 countries. Before Triip.me, Trevor worked at Google as an Account Strategist, Google Analytics Expert, and as a mindset and management trainer. Trevor currently lives in Ho Chi Minh City, Vietnam, with his wife and daughter.

Triip.me is a global travel startup that has been adopted by over 20,000 users and 6,000 Local Experts in over 98 countries. Triip.me has also been named the winner of the Start-up Innovation Award by World Travel Forum Lucerne, Winner of Digital Innovation Asia, and the Regional Winner of Seedstarsworld competition. Triip.me is deeply honoured to have been featured in The Wall Street Journal, CNN, BBC, as well as on Forbes Asia's 30 Under 30 List. In early 2016, Triip.me received US\$500K seed funding from Gobi/Mav Cap Venture Partners, and is currently raising Series A. You can learn more at: triip.me.



DUNG "MOS" DANG
Founder and Head of Product, Scott Experience Design

After founding one of Vietnam's most successful coffee chains from his college dorm room 6 years ago, Dung "Mos" Dang exited and has since become an expert in product management methodology. Currently, Mos is the Founder and Head of Product at Scott, a consultative-design company that solves complex problems of product development, working culture, and creative efficiency. Before Scott, Mos was a product designer, growth hacker and trainer at Atlassian – the largest software company in Australia, as well as one of the biggest product companies in the world. He currently lives in Ho Chi Minh City, Vietnam.



MATT GIBSON

President, [Professional Travel Bloggers Association \(PTBA\)](#)/[UpThink](#)

Matt Gibson is an adventure travel writer and photographer, [award winning blogger](#), Inbound President of the [Professional Travel Bloggers Association](#), and CEO of Upthink, an agency that helps travel companies develop their content marketing by working with travel bloggers.

◆ **ABOUT PATA**

Founded in 1951, the [Pacific Asia Travel Association](#) (PATA) is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 101 government, state and city tourism bodies, 26 international airlines, airports and cruise lines, 70 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. Thousands of travel professionals belong to the 40 local PATA chapters worldwide. The chapters organise travel industry training and business development events. Their grassroots activism underpins PATA's membership of the Global Travel Association Coalition ([GTAC](#)), which includes [ACI](#), [CLIA](#), [IATA](#), [ICAO](#), [WEE](#), [UNWTO](#) and the [WTTTC](#). The [PATAmPOWER](#) platform delivers unrivalled data, forecasts and insights from the PATA Strategic Intelligence Centre to members' desktops and mobile devices anywhere in the world. PATA's Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing, Sydney and London.

◆ **ABOUT MATATO**

Maldives Association of Travel Agents & Tour Operators (MATATO) was found in 2006 by a group of enthusiastic tour operators of Maldives. Currently, the association represents more than 50 travel agents and tour operators in the Maldives.

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