



NATIONAL
GEOGRAPHIC

STORYTELLERS
COLLECTIVE

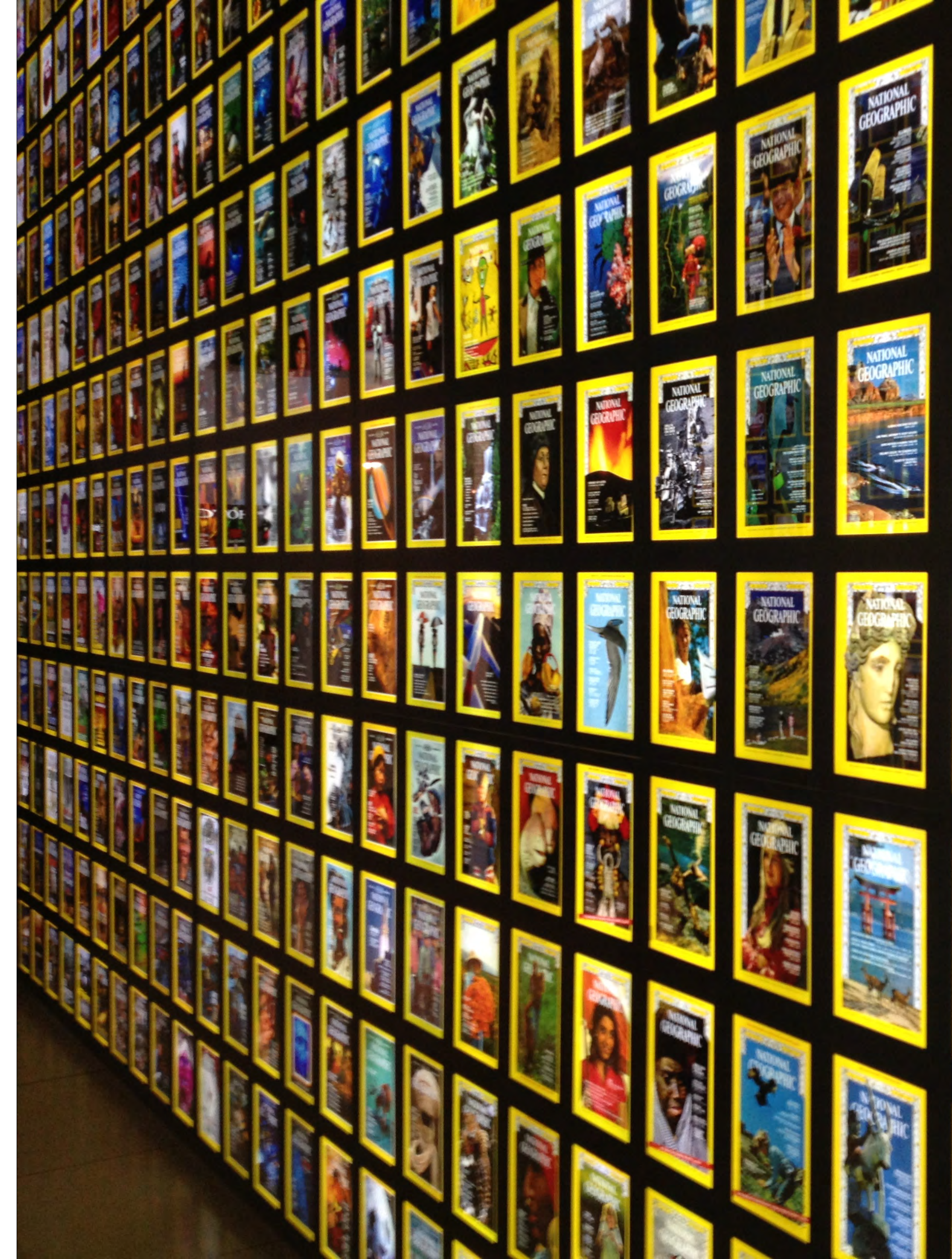
WORKSHOPS

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For the first time ever,
National Geographic is
sharing story expertise
honed over a century of
narrative excellence.



| STORYTELLERS COLLECTIVE

Led by Storytelling Explorers, these hands-on workshops will teach your team the art of fact-based, empathetic story building—to give your groundbreaking work the impact it deserves.



| STORYTELLERS COLLECTIVE WORKSHOPS

EXPLORER GUIDES



JAIME
ROJO
SPAIN



NELLY
LUNA
PERU



LAUREL
CHOR
HONG KONG



JEFF
KERBY
USA



JAHAWI
BERTOLLI
KENYA



MALAIKA
VAZ
INDIA



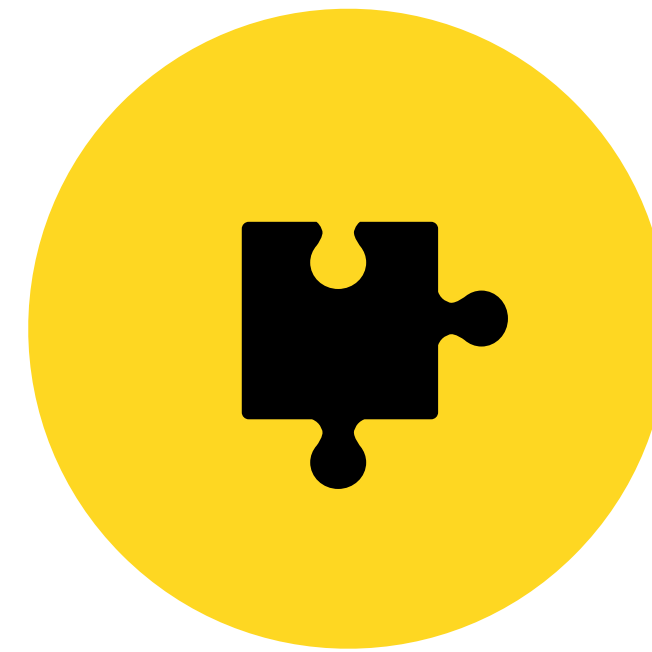
Good storytelling makes your content:



More memorable



More moving



Easier to understand



More shareable

OUR WORKSHOPS ARE:

On-site, in-person

Workshops are held onsite at your location so team members can easily attend. The ideal workshop length is a 3-day intensive, hands-on experience.

Live Content

Workshops use a hands-on learning method with Explorer Guides coaching participants to develop their chosen story content.

Explorer-driven

Our workshops are led by Explorers—the skilled storytellers that provide National Geographic’s unique content.

Small Group Experience

A low ratio of learners to Explorer Guides ensures that feedback is personalized and meaningful, in group and individual work.



OUR VALUE

Led by NGS Explorers who specialize in storytelling

Informed by NatGeo's 136-year-old history of world-class storytelling

Small class sizes from 12 to 20 allows individual and group work

Blends teaching, practical applications, and live demos

Dedicated time for participants to develop their presentations

Small group work for feedback and to develop active listening skills

One-on-one feedback from Explorer Guides

Subject matter experts that complement the Explorer's areas of expertise

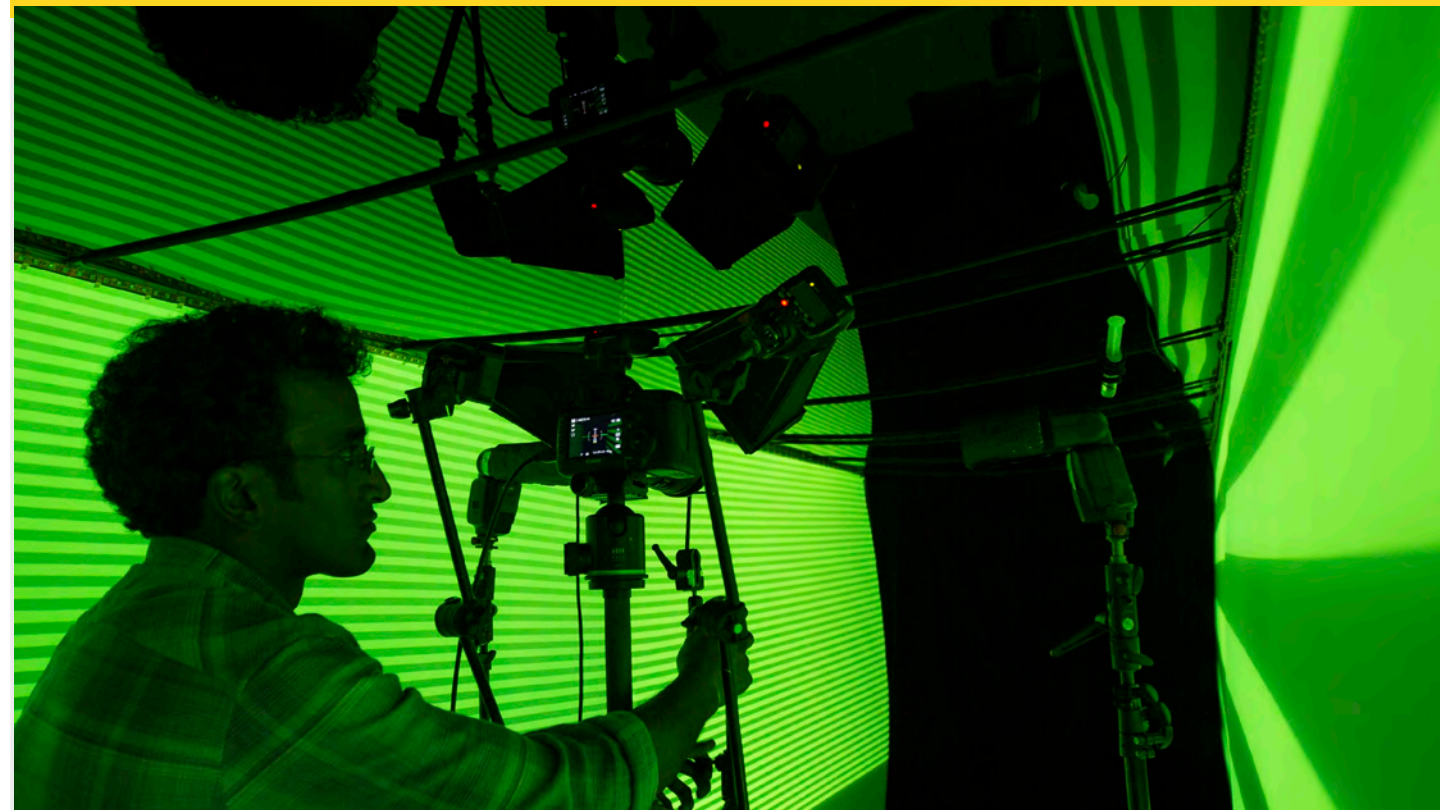
| STORYTELLERS COLLECTIVE

Elevate your content.
Create team rapport.
Get real-time feedback.



OUR WORKSHOPS

THE POWER OF STORY



How to tell a compelling story and engage your audience using empathy and authenticity.

THE POWER OF IMAGES



How to craft visual stories that connect with your intended audience to move them to action.

BIG STORIES, SMALL SPACES



How to create engaging short-form storytelling that can be used for any social media platform.

PRESENTATION DESIGN & DELIVERY

This workshop gives changemakers tools and confidence to shape and share their stories through verbal and visual storytelling. Participants receive hands-on guidance and personalized feedback as they craft a dynamic narrative designed to move their intended audience to action.

WORKSHOP AGENDA

DAY 1

The Power of Story:
Shaping Your Narrative

DAY 2

The Power of Images:
Curating a Visual Story

DAY 3

The Art of Presentation:
Polishing, Practicing, Presenting

LEARNING OBJECTIVES

Our storytelling coaches lead participants through a series of expert presentations, lively discussions, and interactive exercises that put learning into practice. By the last day, participants will:

- Give a 3-minute, 3-slide, no-notes presentation about their work
- Understand the science of why storytelling is an effective tool to move people to action
- Understand how to craft and present a verbal and visual narrative for maximum impact
- Develop strong connections within the group



VISUAL STORYTELLING

Research shows that the human brain processes visuals 60,000 times faster than words alone, making imagery an indispensable tool for impactful storytelling. This workshop guides participants to create, curate, and sequence visual stories to extend the impact of their work.

WORKSHOP AGENDA

DAY 1

The Power of Story:
Shaping Your Narrative

DAY 2

The Power of Images:
Creating Images for Impact

DAY 3

Crafting a Visual Narrative:
Editing + Sequencing a Visual Story

LEARNING OBJECTIVES

Participants are led through a series of expert presentations, lively discussions, and interactive exercises that put learning into practice. By the end of the workshop, participants will:

- Present an 8-slide photo story
- Understand the science of why visual storytelling is an effective tool for creating meaningful narratives
- Understand how to create and curate impactful images and visual narratives
- Develop strong connections within the group

SOCIAL MEDIA STORYTELLING

This workshop teaches participants how to create small but powerful stories on social media platforms. The personal brand defined by participants will serve as a north star to return to as they create impactful content about themselves and their work.

WORKSHOP AGENDA

DAY 1

The Role of Social Media

Defining your Personal Brand

DAY 2

Big Storytelling in a Small Space

Harnessing the Power of Words + Images

DAY 3

Creating for Different Platforms

Polish and Present your Posts

LEARNING OBJECTIVES

Our storytelling coaches lead participants through a series of expert presentations, lively discussions, and interactive exercises that put learning into practice. By the end of the workshop, participants will:

- Create 3 posts for different social media platforms using the same story
- Understand the science of why storytelling is an effective tool to move people to action
- Perceive the value of social media storytelling, and understand how to create impactful content for different platforms
- Develop strong connections within the group



LEARNER FEEDBACK

Average Satisfaction Score



9.25 out of 10

COMMUNITY ACTIVIST

“

Many workshops focus on the superficial part of how to tell stories, but this one felt deeper and focused on the meaning and deep connections we have with our stories.”

CONSERVATIONIST

“

I not only learned to develop compelling stories and to get good images, but also got insight on science communication and how to use storytelling to create change.”

NON-PROFIT FOUNDER

“

The feedback, constructive criticism, guidance, and direction was the most valuable thing in helping us focus on our topics for our targeted audience.”

PARTIAL CLIENT LIST



TOPLINE WORKSHOP NPS SCORES



LONDON EXFEST



LATAM REGIONAL



WCS



AFRICA REGIONAL



EMEA REGIONAL



YOUNG EXPLORER



SWIRE TRUST



DE BEERS

PARTICIPANT FEEDBACK

“

Leaving yesterday I was overwhelmed with gratitude for this whole experience. I've been doing so much storytelling on auto-pilot mode, and to go through a process of switching off my auto-pilot mode was so difficult, unsettling, and it was surprisingly hard for me to bear the weight of my emotions about my work. I did not walk into this weekend expecting all this. But I am only grateful to the NatGeo team for bringing us through this in the most encouraging and understanding manner. It was humbling.

