Brief Training Report

Context
Storytelling is as old as mankind. People were able to tell stories even before they could develop speech. From the early cave paintings in Lascaux Caves in southern France between 15000 to 13000BC, to today's highly developed and rapidly evolving communication platforms, storytelling hasn't lost its appeal or charm for its audience. However, with the advent of contemporary digital platforms and their impact on global population, it is extremely important to understand the rapidly changing landscape and develop a communication expertise in the digital age.

For this purpose RSPN & White Rice Communications came together to design a two-day workshop on "Digital Storytelling", the purpose of which was to equip development professionals working in the field with visual tools and skills to better document, share and amplify the impact their work is creating in the digital age. After the first workshop, participants' submissions - in the form of photo stories - were assessed and feedback was shared with all of them regarding their stories.

A need was felt however for a follow-up to the first training session, for three primary reasons:

Objective

a) To review & initiate group discussions on all stories submitted, so participants can get instant feedback and understand the strengths & weaknesses in their stories
b) To remind them of all the rules of storytelling in the digital age: writing & photography for social media
c) To give them more hands-on training through on-the-field exercises

Workshop Structure
Training Modules

The modules were informed by White Rice Communication's collective expertise in the corporate & development communication landscape and were designed keeping in view the globally accepted methods of developing communications, and all the necessary prerequisites that accompany it. As a follow-up training session, it was also important to take into account the participants' previous work, address the weak areas and enhance the hands-on aspect of the training.

DAY 1

**9:30am – 1:30pm**
- Review of Past Assignments
  - Brief introduction to session
  - Review of Photo Stories that each participant has submitted
  - Participants take stage and present their story to the group

**2:30pm – 5:00pm**
- Group Feedback Session
  - After each presentation the group & trainer analyse the presented work
  - Leading to specific feedback on each story which the participants document

**Hands on Training**
- One edited story will be shown to the group so they have an actual representation of how a story should look like
- Introduction to DSLR
- Tips on improving human interest stories (writing & photography)

DAY 2

**9:30am - 1:30pm**
- Field Work
  - Participants taken to field to document stories
  - Supervised by trainer during photography & interviews

**2:30pm – 5:00pm**
- Group Feedback Session
  - After each presentation the group & trainer analyse the presented work
  - Leading to specific feedback on each story which the participants document
Pictures

Day 1 – Story writing sessions

Day 2 – Lok Versa Photography session
2nd Meeting of the All RSPs’ Forum for Advancement of Communication Expertise (FACE)
DIGITAL STORYTELLING WORKSHOP – 2 by White Rice Communications
Date: October 24 - 25, 2017, Venue: Margala Hotel, Islamabad

List of Participants

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<tr>
<th>No.</th>
<th>Name</th>
<th>Organisation</th>
<th>City</th>
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<tbody>
<tr>
<td>1.</td>
<td>Salman Quadri</td>
<td>E&amp;Y SUCCESS TA Team</td>
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<td>2.</td>
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<td>NRSP</td>
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<td>Abdul Mannan Chachar</td>
<td>SRSO</td>
<td>Sukkur</td>
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<td>Khimchand</td>
<td>TRDP</td>
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<td>Zakaria Nutkani</td>
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<td>10.</td>
<td>Mawish Iqbal</td>
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<td>White Rice Communications</td>
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