



## PATA Human Capacity Building Programme

**“Explore the Art  
of Storytelling  
Workshop  
for Nepal”**





## **PATA Human Capacity Building Programme**

### **Explore the Art of Storytelling**

*August 13-14, Kathmandu, Nepal*

*Hosted by Nepal Tourism Board*

*Organised by Pacific Asia Travel Association*

The Pacific Asia Travel Association (PATA) is to stage the PATA Human Capacity Building Programme in Kathmandu, Nepal, hosted by the Nepal Tourism Board.

The event, with the theme 'Exploring the Art of Storytelling', takes place on August 13-14 in Kathmandu, Nepal. 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'.

#### **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.

#### **TARGET AUDIENCE**

Travel, tourism and hospitality professionals, government officers, academic, educators who teach related topics or students with similar career aspirations from both public and private sectors.

## PROGRAMME

### **DAY ONE**      **MONDAY, AUGUST 13**

- 0900**      **Welcome delegates to PATA Human Capacity Building Programme**
- 0900-0920**      **Welcome Address by Mr Deepak Raj Joshi, CEO, Nepal Tourism Board**
- 0920-0930**      **Welcome to PATA Human Capacity Building Programme**  
*Dr Mario Hardy, CEO, Pacific Asia Travel Association*
- 0930-1000**      **Exponential Growth through Storytelling**  
*Dr Mario Hardy, Chief Executive Officer, Pacific Asia Travel Association*



#### **ABOUT SPEAKER**

Mario Hardy was appointed as Chief Executive Officer of the Pacific Asia Travel Association (PATA), the not-for-profit membership association that catalyses responsible development of travel and tourism within the Asia Pacific region, in November 2014. He is the past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a focus on the protection of the environment, the conservation of culture and heritage, and support for education.

Dr Hardy has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. He is also the founder of Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence, Machine Learning, GreenTech and FMCG, as well as a platform that provides valuable management advice, mentorship and access to a vast network built in corporate development.

He also received an Honorary Doctorate of Letters from Capilano University in 2016 for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism project in Vietnam. In 2017, Dr. Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a “Global Ambassador of Peace Through Tourism” at World Travel Market by the International Institute for Peace Through Tourism.

- 1000-1030**      **Break**

- 1030-1100**      **What IS a story?**

Stu Lloyd, Chief Hothead, Hotheads Innovation, Hong Kong SAR

Why stories work so effectively in modern business – the neuroscience, With research from Stanford University, etc. Examples of great stories in the new economy from AirBNB, Tesla, IKEA, hotels.com, Air New Zealand, etc. Pre-course assignment: Watch the Simon Sinek video ‘How Great Leaders Inspire Action’ on TED.com

- 1100-1230**      **The Secret Ingredients of a Great Story:**

Emotions and how and when to leverage their power

The rise and rise of visual storytelling and engaging all the senses. Rule of 3s Story Templates and Structures for Business: (with VIDEO exercises)

- + Why I Do What I Do (trust-building/ connection story)
- + Stu Lloyd’s 3T’s classic story structure
- + McKinsey Influencing Template (for securing decisions)





#### ABOUT SPEAKER

**Stu Lloyd:** A living and breathing storyteller. Described as “**the Perfect Storyteller**” by **The Telegraph, UK**. He’s been a professional storyteller for over 30 years now, and pitched and won tens (possibly hundreds) of millions of dollars of business from clients such as **Adidas, Microsoft, Christian Dior, P&G, Porsche, Pfizer, SHELL**, etc.

As a former advertising creative director, he was created award-winning campaigns for numerous travel clients such as **New Zealand Tourism, South African Tourism, South African Airways, Sheraton Hotels, and Hilton Hotels**.

Devoted to training since 1999, Stu has unleashed teams from **Tourism Authority of Thailand, Singapore Tourism Board, Air New Zealand, PATA, Malaysian Airports Authority, hotels.com, Amadeus, GTA Travel, Accor Hotels and Tourism Malaysia**, among others.

Stu also has deep-dive travel industry experience having been Senior Director of **PATA**, and been acting publisher of **Travel Daily Media Group**, with communications and content consulting projects with **Tourism Authority of Thailand**. As a travel writer he has been published in **National Geographic Traveler, Travel + Leisure**, and hundreds of magazines and dailies. He’s also published 8 books selling over 100,000 copies.

**1230-1400**

**Lunch**

**1400-1700**

**Storytelling in Travel and Tourism through Media and Influencers**

*Choy Teh, Account Manager, Media Relations, Bannikin (Asia), Hong Kong SAR*

Given Nepal’s desire to significantly grow the inbound market in the coming years, understanding how to leverage multiple channels is a key component of that future success. As such, public relations is an important component of tourism marketing. Participants will benefit from this session by learning more about public relations foundations, including how to work with traditional media, online outlets and influencers. We will examine how to craft pitches and press releases using emotional marketing, to capture the attention and imagination of our target audiences. Important for the Nepal context, we will look at crisis communications’ and how to craft narratives that are honest but reassuring in times of crisis. Topics covered include:

- The value of media relations (why it is important to your tour operator business)
- Short history of media relations
- Crating a pitch using emotional marketing
- Generating Earned Media
- Working with KOLs / Influencers
- Drafting press releases
- Crisis communications through PR



#### ABOUT SPEAKER

Choy Teh is Bannikins PR manager in Asia. Previously, she managed the public relations division for The Travel Corporation brands in Asia. This portfolio included Trafalgar, Insight Vacations, Contiki, Uniworld, The Red Carnation Hotel Collection and Thompsons Africa. During this venture, she successfully cultivated and managed media and influencer campaigns throughout Asia. Her work included brand partnerships, curating story ideas, organising media familiarisation trips, conceptualising PR launch events, and managing destination filming for TV programmes.

Choy is an active member of the entertainment and media industry in South East Asia and has had over 10 years of experience working as a TV presenter, actress and Radio DJ, predominantly in Singapore. From there, she has amassed a wide range of networks with top key media, editors, influencers, and local celebrities within the region.

She speaks English, Cantonese, Malay, Indonesian, basic Mandarin and basic Spanish. She is based in Hong Kong.

## DAY TWO

## TUESDAY, AUGUST 14

0900-1030

### Building Empathy Into Great Storytelling

*David Fiedler, Partner and Creative Director, Singular Foundry, Canada*

Great stories start with empathy. How do we find that empathy for our customers and for ourselves. Empathy helps us find our singular differentiating story. During the session David will present a new case for empathy in Marketing Communications. Some examples of Empathetic Storytelling in the world.

David will also share a simple framework for deploying these stories that drive Consumers further in the purchasing cycle, while building a sustainable marketing machine for your organisation. With a case study about how Belize did this thru empathetic discovery, becoming the fastest growing destination in the Caribbean for last five years.



#### ABOUT SPEAKER

As an award-winning Experience Design Director, Creative Director and Strategy, David provides direction and strategy for teams in championing the role of the consumer as the hero of marketing ecosystems. He inspires team members to think iteratively in the research, planning and design phases of a project lifecycle to arrive at the most effective and singular solutions for clients and consumers. David drives business value by pivoting service, product or an entire organization, with people held firmly at the heart. Through design-led strategy, David helps to frame why it's necessary to make such a change, who for, and how it will make money.

David brings 20 years of commercial experience to his role. Prior to joining Singular Foundry David spent nine years years at Minneapolis advertising agency Olson as Director of User Experience Design, Group Creative Director and leading strategy at their Toronto office. Prior, David has worked at many agencies in Los Angeles and Chicago, as Director of Interactive and Experience Design Director. His brand experience includes the Belize Tourism Board,

KidRobot, Pepsi, Saucony, CapitalOne, Aurora Health Care, Riga Ghetto Museum, Bauer Hockey, PepsiCo, Honda, Dairy Queen, 3M, American Express, Discover Boating, and UnitedHealth.

David is most proud of his work as Creative and Strategic Lead for the Belize tourism while at Olson. During his tenure, Belize's overnight tourism has risen over 45%, by applying Experience Design principles, creating the correct expectations and instilling pride in stakeholders and citizens of Belize.

David is a proud resident of Toronto where he rides motorcycles, roasts fine meats, and travels the world with a camera in one hand and a fork in the other.

1030-1100

### Break

1100-1230

### Workshop: Singular Purpose

*David Fiedler, Partner and Creative Director, Singular Foundry, Canada*

To create differentiated and singular stories we must have a purpose. Why does your organisation exist beyond making a profit? In this workshop, we explore what it means to work and lead with purpose. This purpose becomes the center of everything you do and tactics serve that purpose. Uncover your organisation's true purpose, develop an authentic purpose statement, and take action to bring it to life beyond slogans and posters.

1230-1400

### Lunch

1400-1500

### Exponential Innovations for Startups and Entrepreneurs

*Dr Mario Hardy, CEO, Pacific Asia Travel Association (PATA)*

1500-1530

### Break

1530-1630

### Wrap-up by Stu Lloyd

1630-1700

### Presentation of Certificates by PATA and NTB

1700

### End of the Programme

