From *Breaking Bad* to *Butch Cassidy*: how to create story-driven copy in the social media age

This is a one-day workshop on story structure - what it is, why it is the shape it is, and where that comes from. We'll look at how it works in all forms of fiction as well as its wider application in business and advertising.

In a wide-ranging session we'll explore how story structure works – and follow its development from the theatre of Terence and Shakespeare, through the novel to television and film, but more pertinently we'll ask:

- How do we capture attention?

- How do we create characters that customers will identify with?

- What can traditional story structure teach us about persuasion?

- What lessons can we learn from Hollywood on how we deliver a message successfully to the widest possible audience?

- What narrative techniques from drama can we use to craft successful copy?

We'll look at how Google and Apple followed the rules of the Hollywood Blockbuster and how that fared against Microsoft's art-house movie - why it worked so well, and what we can learn about the problems of arguing for consensus rather than change.

The seminar will be highly interactive, combining theory and practice throughout, with plenty of opportunity for discussion.

Who should attend?

This seminar is suitable for anyone who is in marketing or communications – whether you're just starting out and want to learn the tricks of the trade, or you're a seasoned professional on the lookout for new techniques and insights to add something extra to your writing.

John Yorke

John is Managing Director of Angel Station where he works as a drama producer, consultant and lecturer on all forms of storytelling. A former MD of Company Pictures where he Exec Produced *Wolf Hall,* he's worked as both Head of Channel Four Drama and Controller of BBC Drama Production. As a commissioning Editor/Executive Producer, he championed *Life On Mars*, *The Street*, *Shameless* and *Bodies* and in 2005 he created the BBC Writers Academy, a year-long in-depth training scheme which has produced a generation of successful television writers. The author of *Into the Woods* – the highly acclaimed book about how and why we tell stories.

Find out more at www.johnyorkestory.com and follow John on Twitter @johnyorkestory

Feedback from previous workshops:

John ran a session for the Channel 4 Cutting Edge Directors' scheme: highly competitive, run by eight industry leaders. John delivered a bespoke session about storytelling for our documentary directors. It was fascinating, and he used an extraordinarily broad range of cultural references in a brilliantly accessible way. The talk he gave was really inspiring. We would jump at the chance of working with him again. Amy Flanagan

Deputy Head of Documentaries, Channel 4

I knew when I saw your slides the night before that we were in for a treat and you didn't disappoint. It was a fascinating insight into the way in which storytelling applies to the business world.
Steve Gerry

Secretary, Plymouth Manufacturers' Group Feedback from *Into The Woods*

'Love storytelling? You need this inspiring book. John Yorke dissects the structure of stories with a joyous enthusiasm allied to precise, encyclopaedic knowledge. Guaranteed to send you back to your writing desk with newfound excitement and drive.'
Chris Chibnall, Creator and Writer *Broadchurch,* Showrunner *Doctor Who*

'I absolutely love this book. It's incredible and so well written. I keep trying to find fault but so far no joy – It's so good.' Matt Charman, writer *Bridge of Spies*

'Excellent.'
Peter Straughan – Writer, *Tinker Tailor Soldier Spy, Wolf Hall,*

'Outrageously good and by far and away the best book of its kind I've ever read. Neil Cross, creator/writer of *Luther*

'I don't always enjoy books on writing, but Into the Woods by John Yorke is brilliant on story structure.'
Ken Follett, Author, *Pillars Of The Earth, World Without End*