



THE COURSE

Finding Stories in Truth

SOPHIE ROBINSON

Gone are the days of a naïve audience who believe whatever you tell them if the pictures are glossy enough and the sell confident and enticing. Today's audiences are smart, savvy and have heard it all before. No longer does a 3-minute advert convince them to do anything they haven't already decided to do, so the only way to get them on side is by telling them the truth in as interesting and exciting way as possible.



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training



Sophie Robinson
—
Documentary
Filmmaker
Sunshine Pictures





FINDING STORIES IN TRUTH

Aside from learning all about the difference between content and story, writing the perfect pitch, the fundamentals of script writing in factual storytelling (how it's done, how it is useful etc), Sophie will share her experiences in the world of factual storytelling – from broadcast to feature documentaries through to the world of brand and advertising. As well as showing examples of her work, her successes and disappointments, she'll impart her wisdom on what she's learnt along the way and how she took the skills from long form storytelling into short form and demonstrate how the same can be done the other way around.

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This will be a hands-on day where you'll get to write the title of a film pitch and work through a series of exercises throughout the day and provides a unique opportunity to hear and learn from an expert in the field. What Sophie Robinson doesn't know about factual storytelling isn't worth knowing!

LEARNING OUTCOMES

By the end of this workshop you will:

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Know the difference between 'content' and 'story' and show how stories can be found pretty much everywhere if you look at your brief in the right way

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Learn how to make your story jump off the page by understanding your audience as well as all the other vital ingredients that every good story should have

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Get the skills on how to write the perfect pitch, whether it's 50, 100 or 1000 words long

SUITABLE FOR

Anyone who has ambitions to move into long form storytelling

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People who want to learn how to sell an idea

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Anyone interested in the key ingredients of storytelling and how to adapt them to their work

YOUR FACILITATOR

Sophie is an award-winning documentary filmmaker. She has an exceptionally strong reputation for bringing her stories to life through powerful and emotive characters that are at the core of her films. Some of her most recognised films are for Horizon, the BBC's flagship science series, as well as the highly acclaimed 'Nicola Roberts and The Truth about Tanning', 'Your Life In Their Hands', 'Edge of Life', 'What's Killing Our Bees' and 'The Ultimate Climb'. As well as making films for broadcasters and independently, she's worked with brands and establishments, making content for Skype, The V&A, L'Oréal, Baileys and Universal Music to name a few. Her latest feature documentary 'My Beautiful Broken Brain' has so far won the DOCU award at IDFA and 'Best Film' at the Ahvaz Film Festival in Iran and was released on Netflix in March 2016.

CONTACT

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