

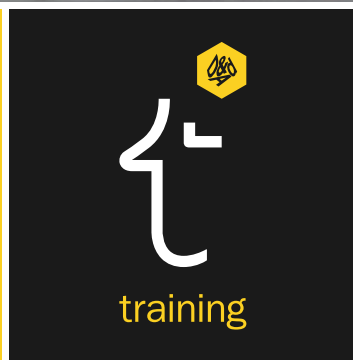


## THE COURSE

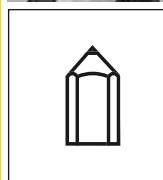
# Digital Storytelling for Advertising

L.A. RONAYNE

Storytelling is an essential part of branding. But it can be difficult to take a story from the physical world and plant it in the digital space. This one-day workshop is designed to transform you into an effective digital storyteller by using the latest tools and technologies to enhance your brand through digital stories that come to life.



L.A. Ronayne  
—  
Creative Director  
Havas London





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## DIGITAL STORYTELLING FOR ADVERTISING

LA Ronayne's workshop is designed to sharpen your skills so you can take over the internet! She breaks the day down into a series of fast, interactive exercises that outline core habits. The morning session covers everything you need to prep a great digital story, from getting into the always-on mindset, to understanding online audience behaviour, to giving your plot an internet-proof intro. And in the afternoon you'll explore digital execution including best platform practice, linear Vs non-linear models and be led through an examination of the greatest inspiration out there right now.

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## YOUR FACILITATOR

L.A. Ronayne, Creative Director, Havas London. L.A. is an award winning creative director, contributing editor of Riposte magazine and D&AD trustee. She has written for TV, print, editorial and the internet. She started at Work Club, did a stint at AKQA Amsterdam and is now at Havas London. She is a regular industry speaker and mentor at a couple of the London's top universities. Say hello @Ronayne.

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## LEARNING OUTCOMES

By the end of this workshop you will:

- Research like an online editor
- Gain tricks for self-motivation and learn how to make the boring un-boring
- Know how to analyse online audiences
- Find the story in your brief and set digital story plot structures
- Better understand digital platform best practice
- Better understand linear Vs non-linear models

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## SUITABLE FOR

- Any creative who would like to add more internet-thinking to their daily practice
- Account handlers and planners who work with social briefs
- Writers who would like to break into internet advertising
- Folks from any discipline who use the internet for their job and want to brush up on their writing skills

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## CONTACT

For more information:  
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