



COMMON STORY FOR BALTIC SEA REGION TOURISM

Tarinakone/Story Engine

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CONSTRUCTING A STORY TREE

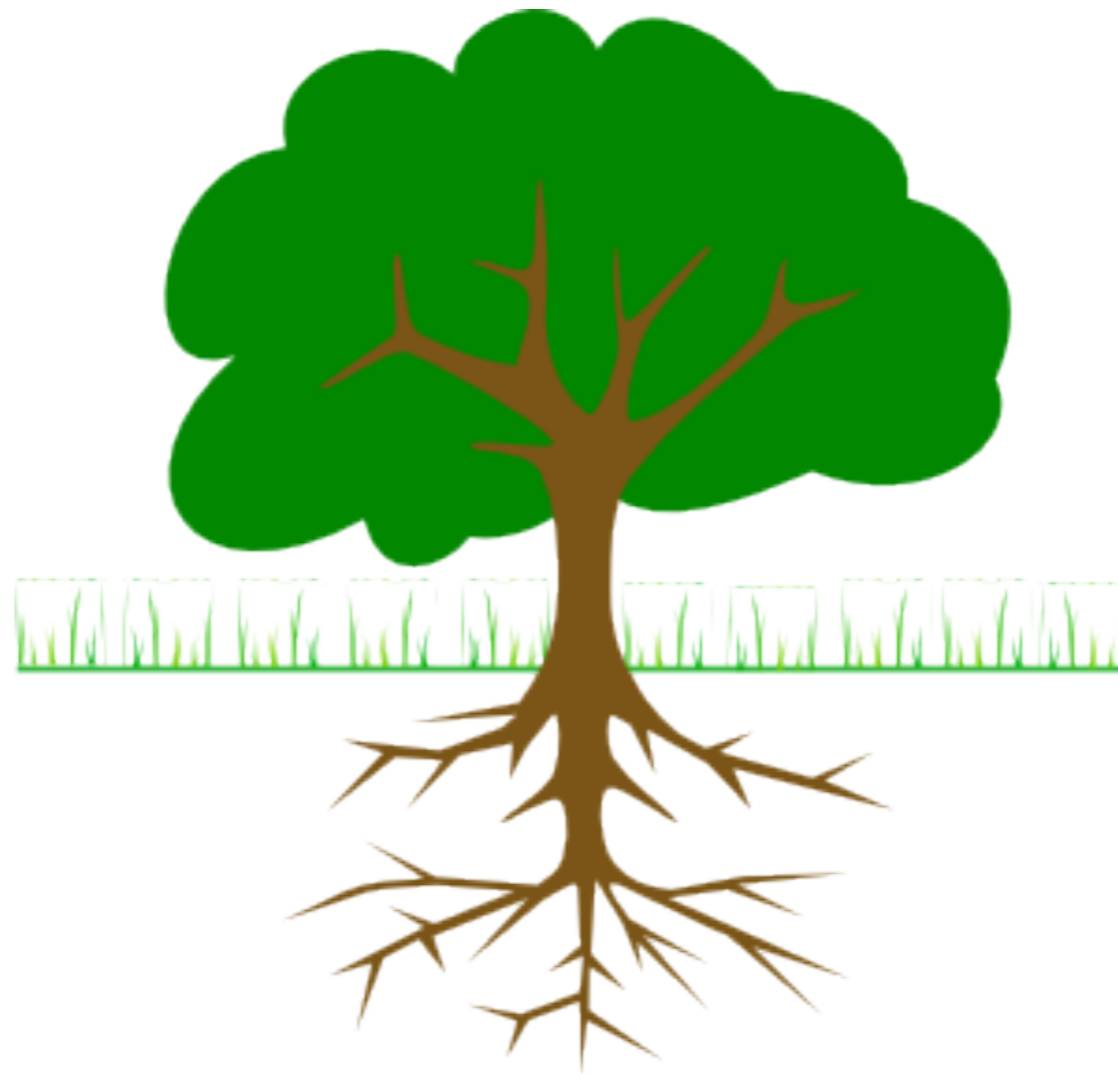


HOW DO WE WORK?

One large blank paper for the group.
All participants have their own pens.

OPEN MIND&FREE STYLE
WORK FAST!

START BY DRAWING A BIG TREE



1. DEFINE THE ROOTS

TIME: 16.45 – 17.00

INSTRUCTIONS:

WRITE A MIND MAP TO THE ROOTS
OF THE TREE

THINK ABOUT THE KEYWORDS,
VALUES AND WHAT IS ESSENTIAL IN
OUR COMMON HISTORY AND
SHARED ENVIRONMENT.

2. THE TRUNK OF TREE – OUR SERVICES

TIME: 17.00 – 17.15

INSTRUCTIONS:

WRITE A MIND MAP TO THE TRUNK OF THE TREE

What are the services we provide? Special experiences?

What kind of experiences do our customers want?

3. THE BRANCHES – STORY ELEMENTS

TIME: 17.15 – 17.30

INSTRUCTIONS:

WRITE A MIND MAP TO THE BRANCHES OF THE TREE

What is the story we want to tell together?

CHARACTERS? COMMON THEMES? THE HISTORICAL

TIMEFRAME? DETAILS? SPECIALITIES? SYMBOLS?

TALES WE ALREADY HAVE IN COMMON ETC.

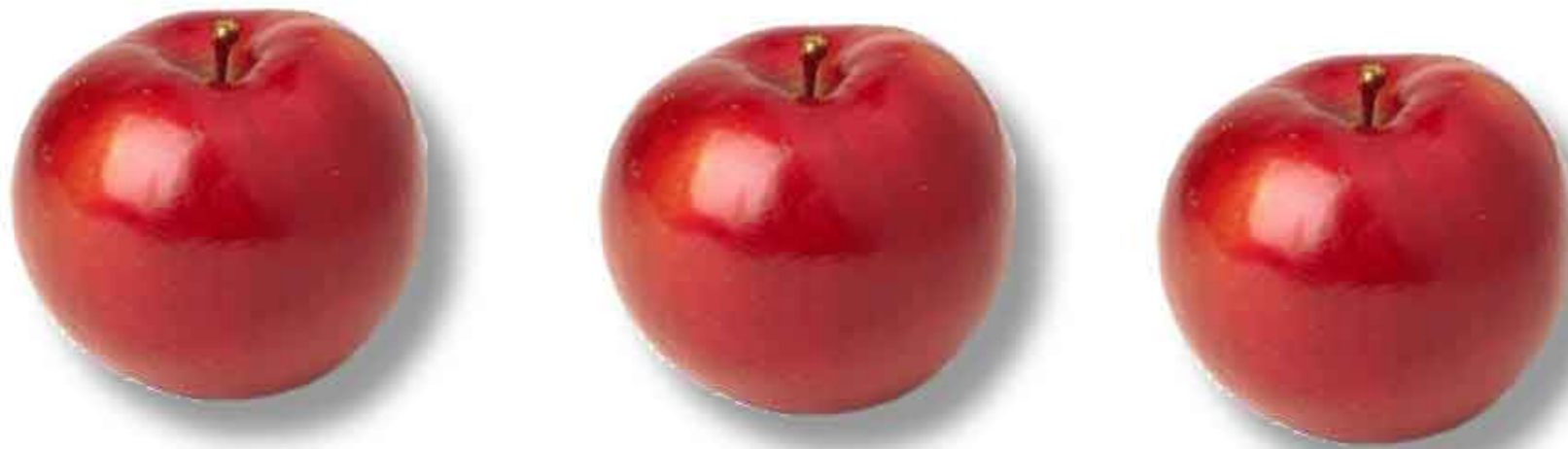
THE BIGGEST APPLES IN OUR TREE

TIME: 17.30 – 17.45

FLIP THE PAPER OVER AND DRAW 3 APPLES ON THE OTHER
SIDE OF THE PAPER.

WRITE YOUR STORY IDEAS TO THE APPLES

INSIDE THE APPLES, WRITE 3 IDEAS FOR THE COMMON STORY OF THE BALTIC SEA REGION.



THE IDEAS CAN BE FOR E.G. THEMES, CHARACTERS OR HISTORICAL TIMEFRAMES.

BRING YOUR APPLES TO THE BIG BOWL

TIME: 18 – 18.30

**ALL THE GROUPS' APPLES WILL BE
PRESENTED AND DISCUSSED TOGETHER.**