



COMMON STORY FOR BALTIC SEA REGION TOURISM

Tarinakone/Story Engine

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www.tarinakone.fi

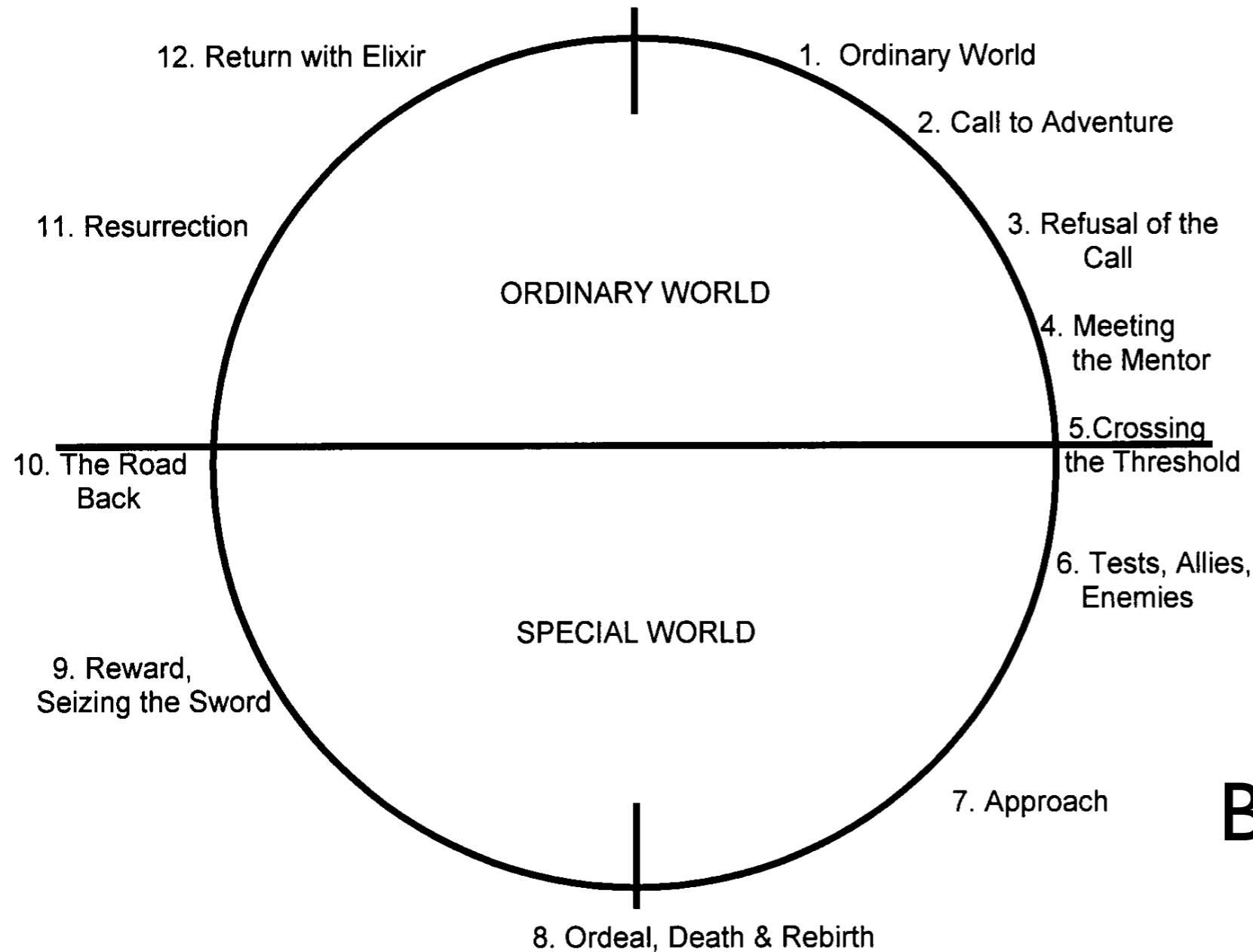
EVERY STORY IS A JOURNEY



Pic.Magic of Nuuksio, Finland,Samuli Kankare

POWER OF A STORY

THE HERO'S JOURNEY



BY CHRISTOPHER
VOGLER

STORY IN CUSTOMER'S PATH

It is important to bind the various elements of the product into a coherent story to make the experience catching and attractive.

At its simplest, the use of a story helps in justifying to the client what is done and in which order.

LEO: www.leofinland.fi

RY

EEJIT'S SHARK

Tail

Bite



STORY IDENTITY

CORE STORY

MAIN MESSAGE

CHARACTERS

TIME FRAME



BASIC GUIDELINES FOR
STORY DESIGN

MAIN THEMES

MAGIC OF NUUKSIO & STORY OF JUNIPER SPIRIT



Pic: Magic of Nuuksio/Samuli Kankare

STORY IS A TOOL



STORY MAKES A FEELING



WHAT IS OUR STORY IDENTITY?



Pic.Magic of Nuuksio, Janne Ylönen

COULD IT BE FOUND FROM HISTORY?



Turku medieval festival

COULD IT BE AROUND A CERTAIN TIMEFRAME?



Pic:Turku Touring /Cafe in Turku

FROM OUR SHARED ENVIRONMENT?

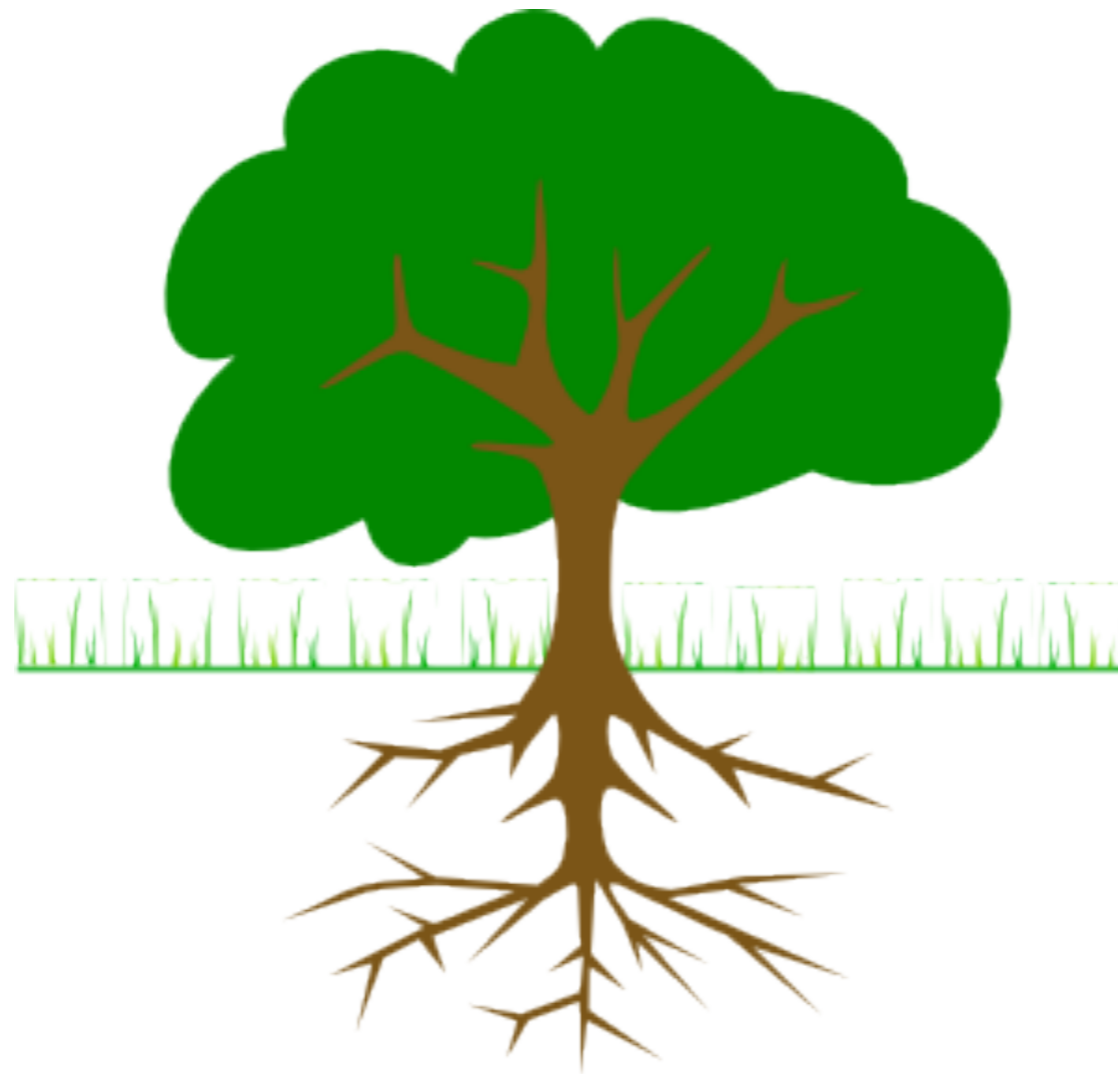


Pic: An archive of Regional Tourist Information Centre in Koszalin. International Winterbather's Rally

CONSTRUCTING A STORY TREE



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.**

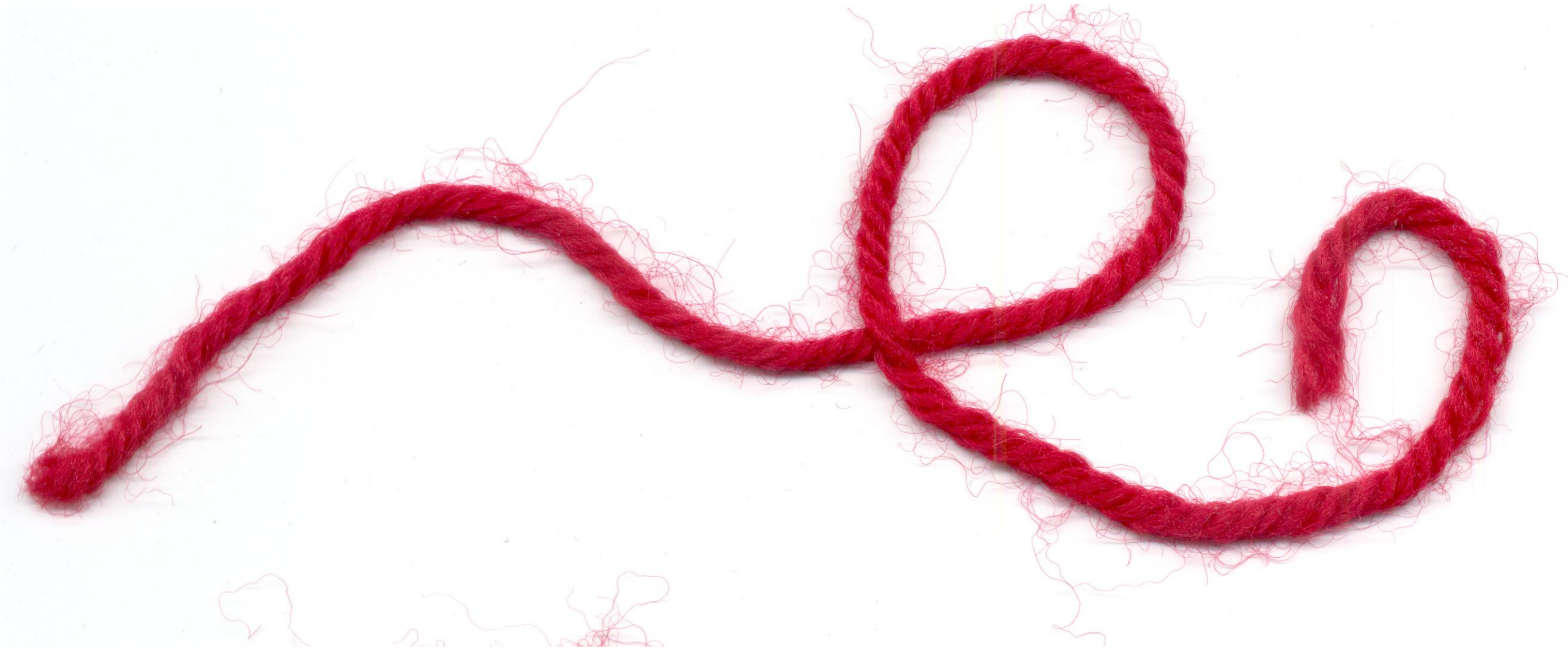
AFTER THE SEMINAR?

PROJECT CONTINUES

STORY ENGINE COLLECTS THE IDEAS INTO ONE SHARED STORY TREE THAT WILL BE SENT TO ALL PARTICIPANTS BY TURKU TOURING.



KEEP IN MIND: STORY IS...



A TOOL TO TRANSFER EMOTIONS.

THANK YOU



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