THE NATIONAL PARK SERVICE PRESENTS THE

NARRATIVE BLITZ

A NEW MODEL TO STRENGTHEN YOUR COMMUNICATIONS

150 MINUTES OF FAST PACED INSIGHT INTO

THE ABT FRAMEWORK

HEAR HOW THE ABT (AND, BUT, THEREFORE) NARRATIVE TEMPLATE IS THE FUNDAMENTAL TOOL YOU NEED FOR PROPOSALS, PRESENTATIONS, PAPERS, VIDEO SCRIPTS, LOVE LETTERS, APOLOGIES, EXCUSES, JOKES, ARGUMENTS AND LIFE IN GENERAL.

20 SPEAKERS

5 Q&A ROUNDS

3 ABT BUILDS

MULTIPLE LAYERS OF ABT STRUCTURE

WEDNESDAY

14

APRIL 2021

11AM - 1:30 (PDT)

CLICK HERE TO RSVP

OPEN TO THE PUBLIC

A LIVE EVENT ONLY (NOT AVAILABLE FOR VIEWING LATER)

TOOLS

5 Speakers
(4 Minutes each)
Q&A

- YOU Need to Tell YOUR Story
- The One Narrative
- The Two Audiences
- The Three Forces of Narrative
- The Dobzhansky Template

APPLICATIONS

5 Speakers
(4 Minutes each)
Q&A

- Proposals
- Reports
- Presentations
- Committees
- Video Scripts

CAVEATS

5 Speakers
(4 Minutes each)
Q&A

- Dunning-Kruger Bobsled
- Reductive & Insulting
- The Fools Errand
- Spoons vs Shovels
- Misinformation is Narrative

REAL WORLD

5 Speakers
(4 Minutes each)
Q&A

- Press Release Precision
- The Hollywood Moment
- Fantastic Plastic Narratives
- Persuasive Persuasion
- Narrative Culture for NPS

ABT BUILD

ABT BUILD SESSION with Randy Olson
3 ABT's Live Edited