



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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Expert Session on “Story Telling” September 7, 2018

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized an “Expert Session on Story Telling” in Maharaja Agrasen Institute of Management Studies, New Delhi on September 7, 2018. The session focused on educating students about the art of storytelling. In total 57 students attended the session.

Dr. Namrata Sharma, Faculty, MAIT interacted with the students and explained how story telling is an art. Like art, it requires creativity, vision, skill, and practice. It's a crucial part of the most successful marketing campaigns, and it sets vibrant brands apart from simple businesses and loyal consumers from one-time stop-in shoppers. She also told students about Dos and Don'ts of storytelling. She said “Just telling a story isn't enough — you want one that resonates and grabs attention.” and the way to do that is to create suspense which attracts audiences with unanswered questions and an interest to learn more and answer those questions. Surprising your audience is also a great way to pull readers in. Imagination is key to a great story. Knowing your audience is very important. The students shared some imaginative ideas for stories and the session was very interactive.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Shikha Sharma, Assistant Professor, Department of Business Administration (MAIMS) presented a memento as a token of gratitude.

