

# PROGRAM SCHEDULE

## STORYTELLING

You will learn a lot about stories and storytelling this week. To get you started, here are two “classic” storytelling models that bring different, but not differing, views regarding on the structure of great stories. Enjoy!

### Freytag's Pyramid (summarized from Wikipedia)

While Gustav Freytag's pyramid was originally developed as a theory based on his analysis of five-act plays, it is often used to help teach and apply story structure in a variety of applications. The five phases—exposition, rising action, climax, falling action, and dénouement (resolution)—are somewhat self-explanatory but can be explored deeper through any number of resources. Some event designers are applying Freytag's Pyramid to different phases of their events as a way to engage guests in an “event story.”

