



Identifying **New Platforms In** STORYTELLING



Content is King!

Good Content is scarce. **Great Content** is even more sought after.

"Those who succeed will propel the Internet and visual medium forward as marketplace of ideas, experiences, and products - a marketplace of content."
– **Bill Gates**, in his book - **Content is King**.

Learn . Write . Create.





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LIGHT UP YOUR LOVE FOR GREAT CONTENT!

- Great Content makes great screenplays for movies.
- Great Content makes great novels, selling millions of copies.
- Great Content is great for SEO - High-quality, unduplicated content on a brand's onsite blog has a significant impact on SEO and search engine ranking for valid reasons.
- Great Content Encourages Engagement in the form of movies, blog post or social media, great content encourages users to engage with the brand, make sharing easy.

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LIGHT UP YOUR LOVE

- Great Content Generates New Leads And Sales - Has potential to generate new leads and increase sales as more consumers become exposed to the brand in a saturated market.
- Great Content Adds Value To Product/Service - It is invaluable to the business model and the relationship between the brand and consumers.
- Great Content Increases Traffics -It's the brilliant way to drive traffic to a website and keep consumers on the site for longer.

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Identifying New Platforms In STORYTELLING

We'll Make You A Great Content Dramatist!

- And make you become a fan of your own work –
Telling, Visualizing, Corporate-pitching, Training, Blogging, Video Presenting, Web-Content Developing or Communicating.

The way a great orator would speak to your soul could be the way that your words, one day would resound with another person.

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And We Will Help You . . .

- to become a Great Content Dramatist, in every sense for your everyday stories
- to dramatize your stories to achieve maximum emotional bonds with your consumers.
- to provide Doctoring Services for upgrading any content to a great content.
- to develop Effective Communication Skills for confident, dramatic storytelling.

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AND make you become a *fan* of your own work!
We'll support you with our knowledge and experience to make you a Great Content Dramatist!

Be it . . .

- MOVIES
- PRESENTATIONS / BLOGS / WEB-CONTENT
- NOVELS / SCREENPLAYS / CORPORATE STORIES
- MARKETING PITCH
- . . . AND MORE.

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ONE MORE THING . . .

- COMMUNICATION SKILLS has emerged as THE NEED OF THE TIMES, too.
- Be it social scenario or work, great communication skills help one achieve great results across life situations.

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What experts say . . .

- 'An engaging conversation makes the audiences pay attention to you ... and always strive to make the complex look simple.' – D Sriram, Associate Professor, Marketing, Salt Lake Institute of Management. Courtesy: Economic Times 05 August 2016.
- "Many students who are non-performers face problems... from class lectures to books at IITs, everything is in English medium... there's a gap in understanding.' – Neeraj Misra, Dean (Academic Affairs), IIT-Kanpur. Courtesy: Economic Times 05 August 2016.
- 'We've done everything possible. From remedial classes, peer-assistant learning, hand-holding sessions by faculty and even translations of sessions ...' – Pradipta Banerji, Director, IIT-Roorkee. Courtesy: Economic Times 05 August 2016.

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Who Can Participate In The Workshops?

- Housewives
- Students / Teachers of Universities and Colleges
- Marketers
- Filmmakers / Screenwriters / Playwrights / TV Content Writers
- Script Readers / Fiction Writers / Novelists
- Corporate Trainers
- Anyone who carries any story of sorts yearning to become a great, confident storyteller.

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About The Workshops

- 2 days – 12 hour-Programme
- 7 days – 48 hour-Programme
- 90 days – 180-hour-Immersion Programme
- Can be customized to requirements.

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About The Syllabus

- The Syllabus for each of the Programmes is designed on hour-to-hour-day-by-day basis.
- The end result of each of the Programmes is clearly marked.
- All Programmes are Workshop based.
- Provides hands-on experience.

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About The Mentor – JOHN E

- Author of many stories and screenplays for mainstream screens, and television advertisements.
- Keynote speaker on strategic communications topics especially stories and dramatic storytelling.
- Jury for FICCI FRAMES AWARDS from 2008 onwards.
- 28 years of screenwriting...over 30 produced screenplays like GUNA, KURUTHIPUNAL, SURYAMANASAM, CHANAKYAN, SILLUNU ORU KATHAL...
- 11 years of teaching screenwriting.

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 initiative of Irene Cooper Entertainment Private Limited, envisioned to organized system and cause of film making.

For the same reason Irene Cooper will promote good screenplays for creative production and thus encourage aspiring talents to fulfill their dreams – Movies, Videos Television Series and more. Irene Cooper has a work force derived from the School of Organized Film Making. It has a Creative Team consisting of Film School Graduates and Majors. The Production Team is a perfect mix of experience, talent and theoretical expertise.

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Let's talk more on this?

Contact:

- Phone: 91 44 32966098
- Whatsapp: 91 96000 23175
- Email: irenecooper2016@gmail.com / johne@irenecooper.in
- www.irenecooper.in / www.screenwrite.in

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