WORKSHOP FOR TEAMS WITH AN IMPORTANT MESSAGE

Erik Woning

Beyond PowerPoint

Tell your story with AI

In three hours your team sharpens an important message and builds a first version of it in a format that suits the audience: an interactive page, a visualisation or a short film.

Sound familiar?

Important plans disappear into slides full of bullet points.

The audience tunes out before the key point arrives.

There are so many AI tools that nobody knows where to start.

How the workshop works

1 **Story first**
With a story canvas you define the audience, the goal and the one message that has to stick.

2 **See what's possible**
Short examples of formats beyond the slide, and the AI tools you use to make them.

3 **Build it yourself**
Each group makes a first version of its own message, with guided exercises.

4 **Show and choose**
Groups present their version, get feedback and choose the next step.

What you take away

- A sharpened story for each group
- A first version in a new format
- The story canvas to keep using
- A resource kit with tools and examples
- A 45-minute follow-up session after 2–3 weeks

Content, examples and pace are tailored to your team. More on the programme and tailoring overleaf.

Practical

Duration	3 hours
Group	8–16 participants; larger teams by arrangement
Location	On site or online
Tailored	Adapted to your message and experience
Included	Intake call, questionnaire, workshop, canvas, resource kit and follow-up session
Investment	From **€2,250** per team, excl. VAT and any travel costs

ABOUT ERIK WONING

Erik has worked on innovation and technology for more than 15 years, mainly in education, including at Kennisnet, ROC Mondriaan and Grafisch Lyceum Rotterdam. He designs workshops on AI and storytelling, and prefers to make his own presentations interactive. Speaker at SXSW EDU 2024, 2025 and 2026.

Book a 30-minute introductory call

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What happens in three hours

An example programme. Timings move with the group: if people want to build more, they get more time to build.

0:00 - 0:20	**Welcome and the message** Each group brings a real message: a plan, a project or a change. We decide who the message is for.
0:20 - 0:55	**Story first** With the story canvas: who is the audience, what is the goal, what is the core in one sentence, and what should people do or feel afterwards?
0:55 - 1:20	**Beyond the slide** Examples of interactive pages, visualisations and short films, and the AI tools used to make them. Also: which format fits when, and what to watch for with images, copyright and privacy?
1:20 - 2:30	**Build it yourself, with a break** Groups make a first version of their story in the chosen format. I help with the tools, the structure and the design.
2:30 - 3:00	**Show and choose** Each group presents in the new format and gets feedback. We agree on what is still needed to finish it.

Tailored to your team

No two messages and no two teams are alike. In the intake call and through the questionnaire we decide together what the workshop should deliver. I adapt the content, examples and pace to that.

1 New to AI

Simple tools and templates. The story comes first, the technology follows.

2 Already experimenting

Combining more formats and tools: text, images and interaction in one product.

3 Well advanced

Going deeper: your own interactive pages or films, and a fixed way of working for the team.

What we agree on together

- The messages you want to tell
- The tools and licences you are allowed to use
- Format: one afternoon, two shorter sessions or a follow-up
- The audience: colleagues, board, clients or partners
- House style and agreements on use of images
- What should be ready afterwards

HOW WE START

1. **Introductory call** of 30 minutes, no obligation
2. **Intake** with the client and a short questionnaire for the team
3. **Workshop** and, after 2–3 weeks, the follow-up session

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