



# Experiential Storytelling: *The Key to Successful Landmark Celebrations*

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The background of the slide is a solid dark grey or black rectangle. This rectangle is framed by a decorative border composed of various geometric shapes, lines, and patterns in shades of purple and black. The border elements include concentric circles, straight lines, and abstract shapes that create a modern, artistic feel.

# **WHAT IS EXPERIENTIAL STORYTELLING?**

**Storytelling  
that utilizes  
multiple senses**



SIGHT



SOUND



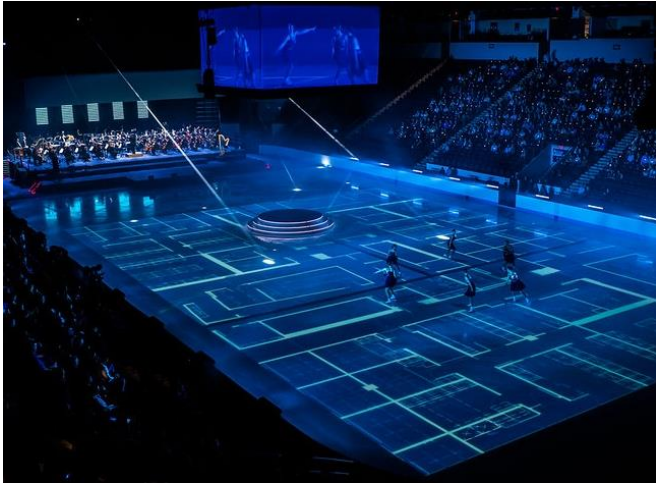
TOUCH



TASTE



 SMELL



# What is YOUR Event Story?

If you can't explain the reason and the guest takeaway for the celebration in a few sentences, don't waste your money.



# KNOW THINK FEEL DO



## KNOW

What do you want the audience to know or learn?



## THINK

What do you want the audience to think?



## FEEL

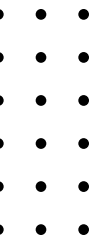
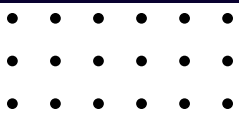
What do you want your audience to feel?



## DO

What action do you want your audience to take?

+





The background features several overlapping organic shapes in shades of magenta and dark purple. A large dark purple shape is central, with a magenta shape to its right and another below it. A hatched pattern of parallel lines is visible in the upper right. A dotted pattern of small magenta dots is on the left, and a larger dotted pattern of small orange dots is at the bottom right. Various geometric elements are scattered: a 4x4 grid of orange dots in the top left, a small orange plus sign, a red wavy line, a small magenta circle on the top left, a small magenta circle on the right, and a small cyan circle at the bottom right.

GenAI

# Free AI Image Generation Software

## Google Gemini





# BOSTON UNIVERSITY

Campaign Victory Celebration

# 2 Days of Celebrations



## Gala Dinner

- Recognize most significant donors



## Campaign Victory Celebration

- Celebrate the entire BU community





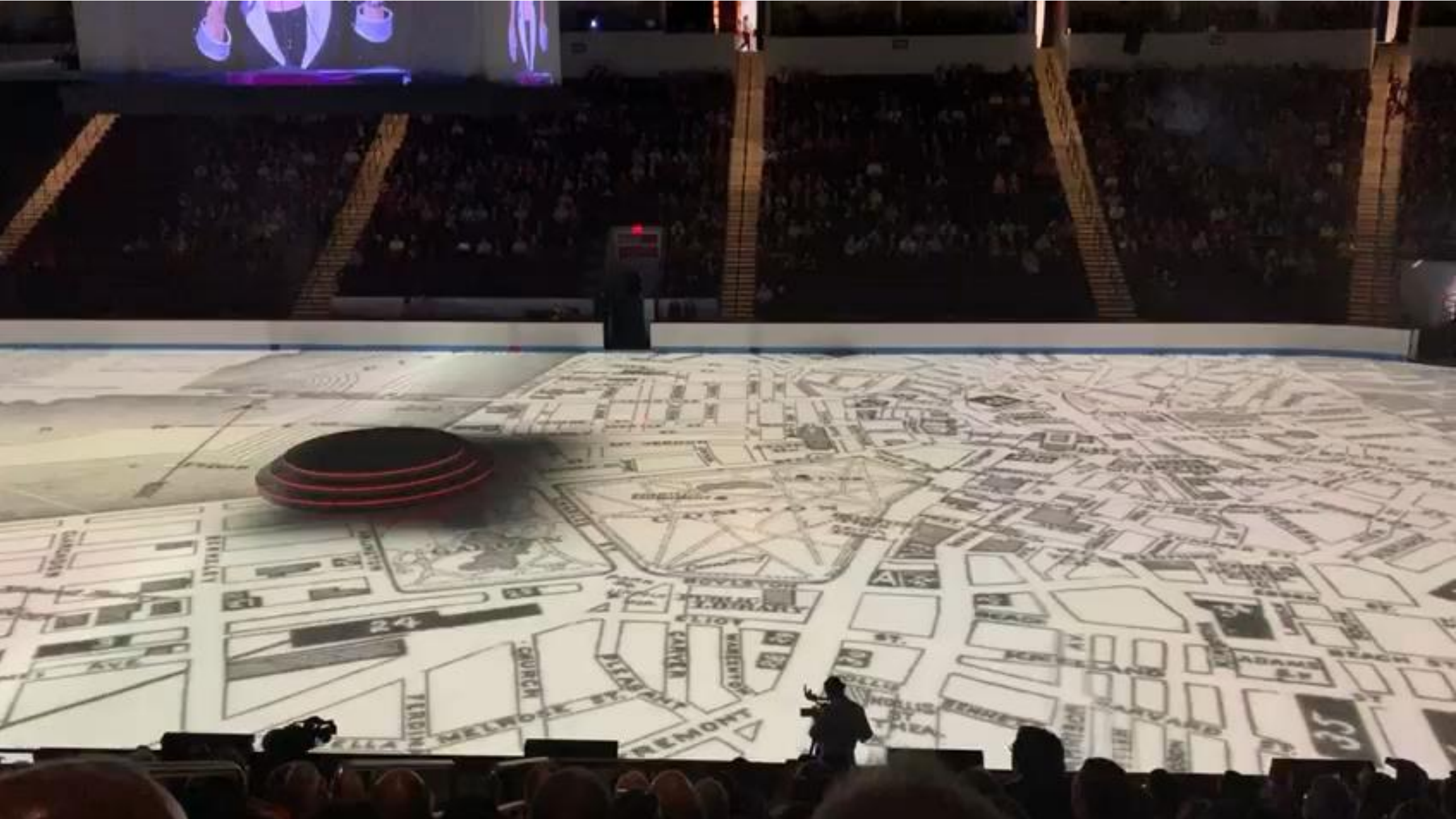








The  
Campaign  
for  
Boston















It Starts With Us Campaign Launch

# Gala Celebration



Gala Dinner (used strategy to reconfigure)

- Reception
- Theatrical Experience











# Caltech

Break Through: The Campaign for Caltech

# 2 Days of Celebrations



## Gala Dinner

- Recognize most significant donors

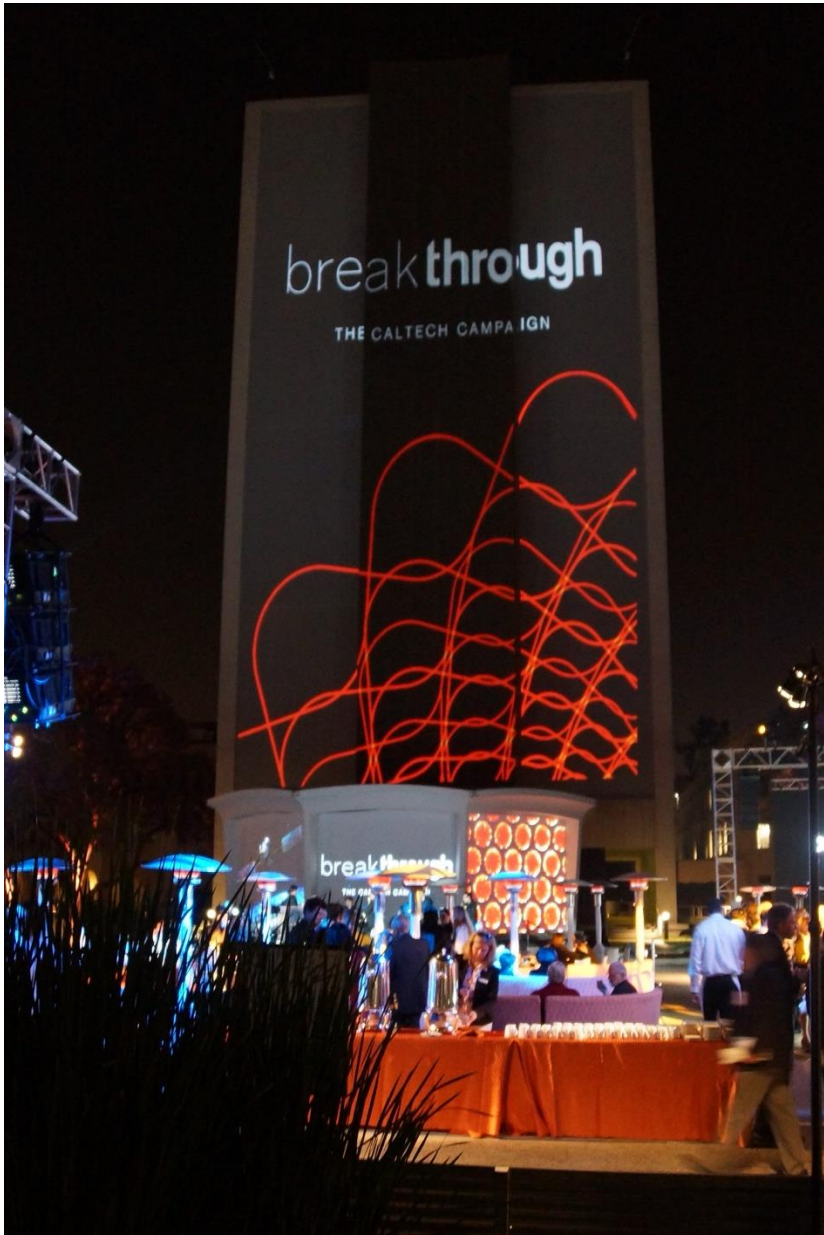


## Campus-wide Festival

- Celebrate all things Caltech in a fun and festive way for students, staff and faculty











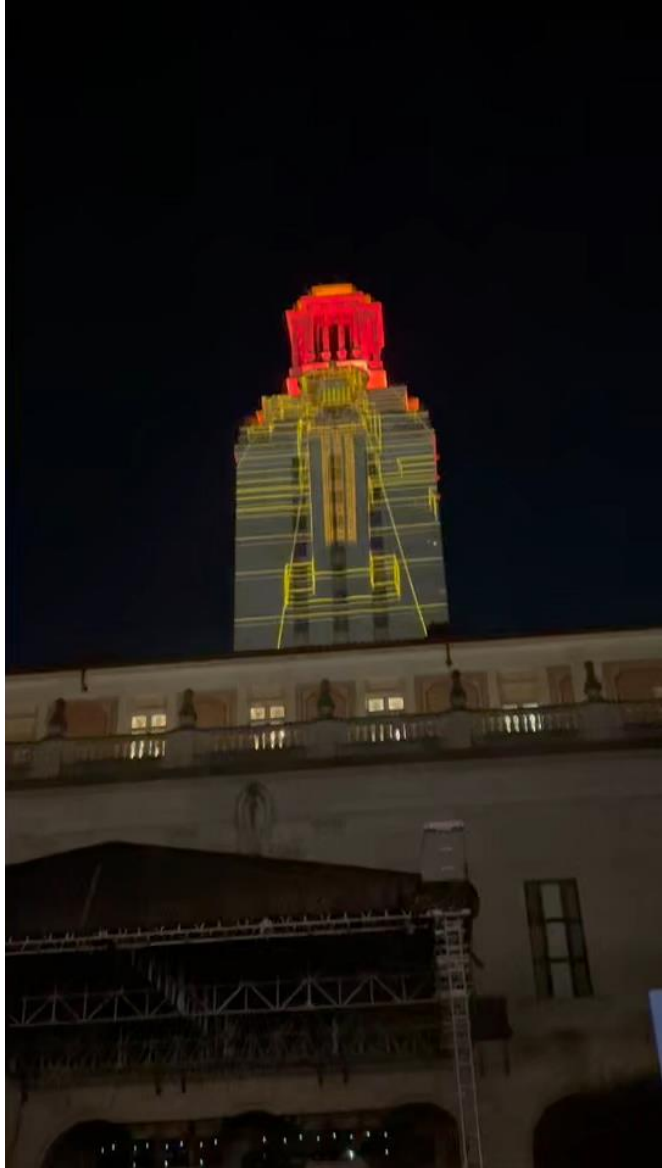


# WHAT STARTS HERE

9 Programs over 3 days including:

- VIP Reception with Michael and Susan Dell
- Taste of Texas
- Campaign Launch
- Black Pumas Concert
- TEDx Austin









# Our TSEC Academic Solutions family



# THANK YOU!



Jim Hooker  
**TSEC**★  
Academic Solutions