

**CONFERENCE:** Nov. 15–18, 2021  
**TRADE SHOW:** Nov. 16–19, 2021

[IAAPA.org/IAAPAEexpo](https://iaapa.org/IAAPAEexpo)

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# Strategic Storytelling: The Art, Craft & Science of Story

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**Ben Thompson, Storyland Studios**  
**DeLisa Guerrier, Guerrier Development**  
**Ynzo van Zanten, Tony's Chocolonely**

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# The Power of Storytelling

**Ben Thompson**  
Chief Strategy Officer  
Storyland Studios

Photo by ActionVance on Unsplash

*Storyland*  
STUDIOS


 **IAAPA**  
EXPO



A photograph of a family of four enjoying a roller coaster ride. The mother and father are seated next to their two young children. The mother is in the foreground, smiling broadly with her mouth open. The father is behind her, also smiling. The two children, a girl and a boy, are both smiling and looking forward. They are riding a yellow roller coaster car. The background is dark and out of focus, suggesting an indoor or nighttime setting. The text "Our Industry has huge emotional power" is overlaid in white, centered on the image.

Our Industry has huge  
emotional power



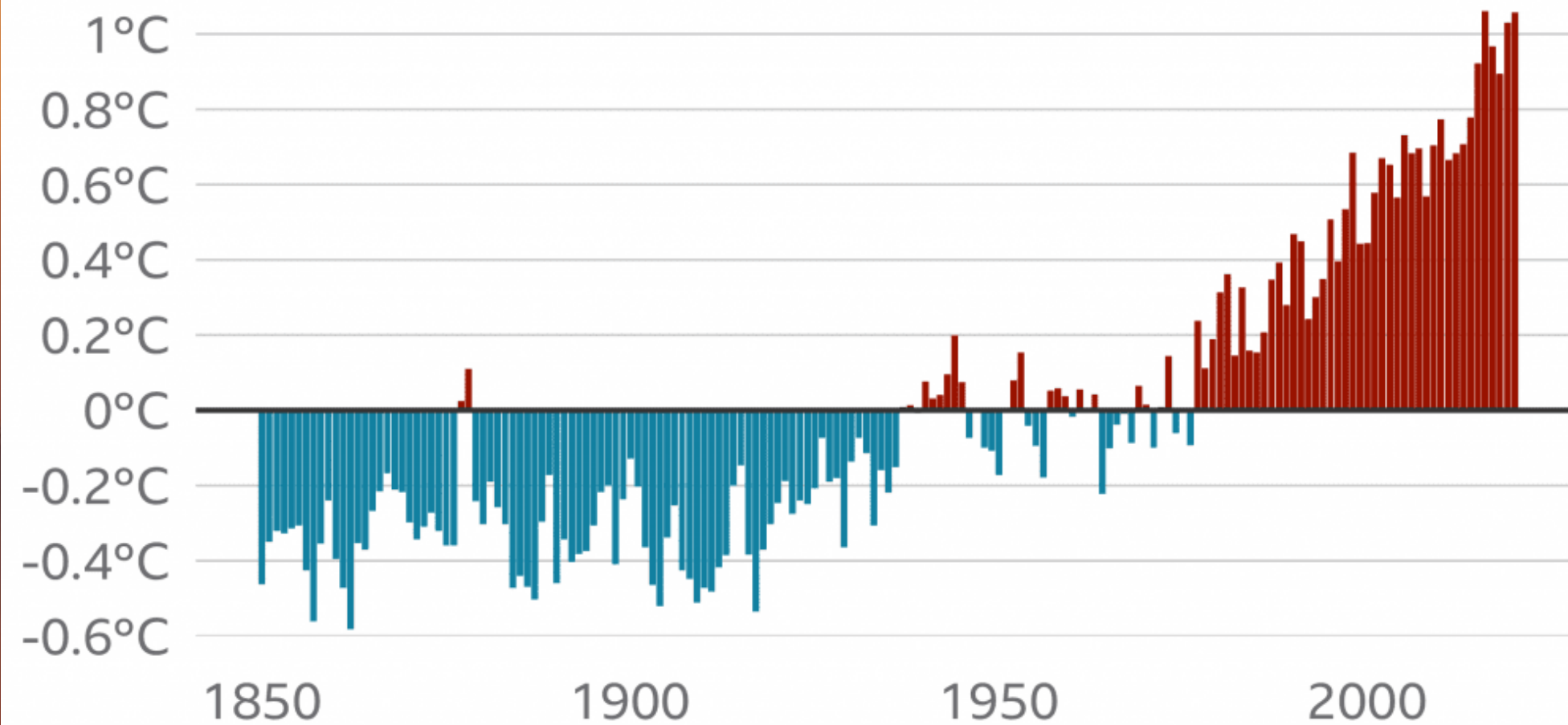


Our World has huge  
**problems**



# The world is getting warmer

Annual mean land and ocean temperature above or below average, 1850 to 2020



Note: Average calculated from 1951 to 1980 data

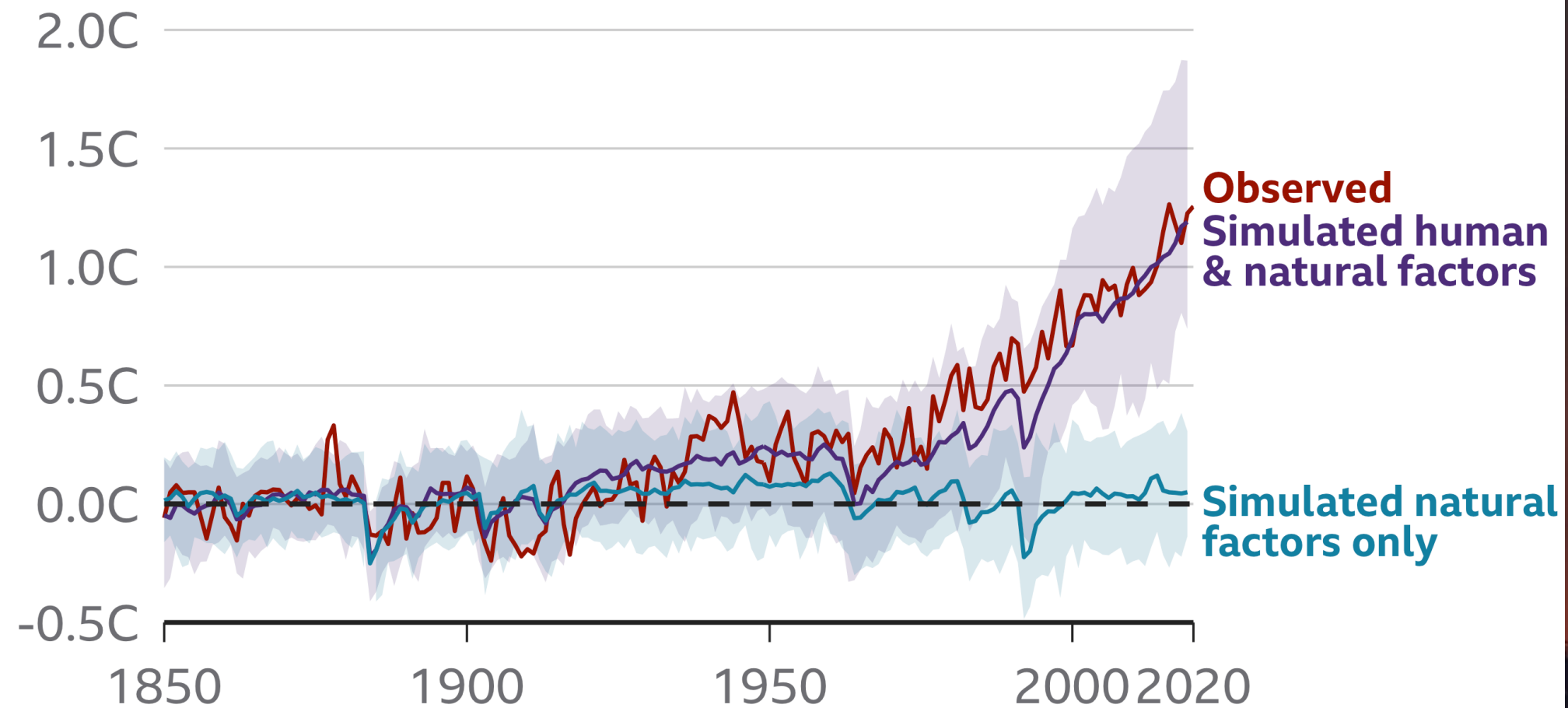
Source: University of California Berkeley





# Human influence has warmed the climate

Change in average global temperature relative to 1850-1900, showing observed temperatures and computer simulations



Note: Shaded areas show possible range for simulated scenarios

Source: IPCC, 2021: Summary for Policymakers





“We must  
rewrite our  
story”





CAMPFIRE

# The Science of Storytelling



Facts don't change  
people's minds...



QUARANTINE  
IS SICK PEOPLE  
BEING LOCKED UP  
**TYRANNY**  
IS HEALTHY PEOPLE  
BEING LOCKED UP

DISPROPORTIONATE  
GOVERNMENT  
RESPONSE  
WILL COST FAR MORE  
LIVES THAN COVID-19

WWGIWCA  
TRUMP  
-2020-

**NO TO  
MANDATORY  
VACCINES**

MARTIAL  
LAW COMING  
THINK IT'S  
STILL ABOUT  
HEALTH?

**WHO NEEDS  
SPEECH LAWS?  
PEOPLE WHO HAVE  
LOST THE DEBATE**

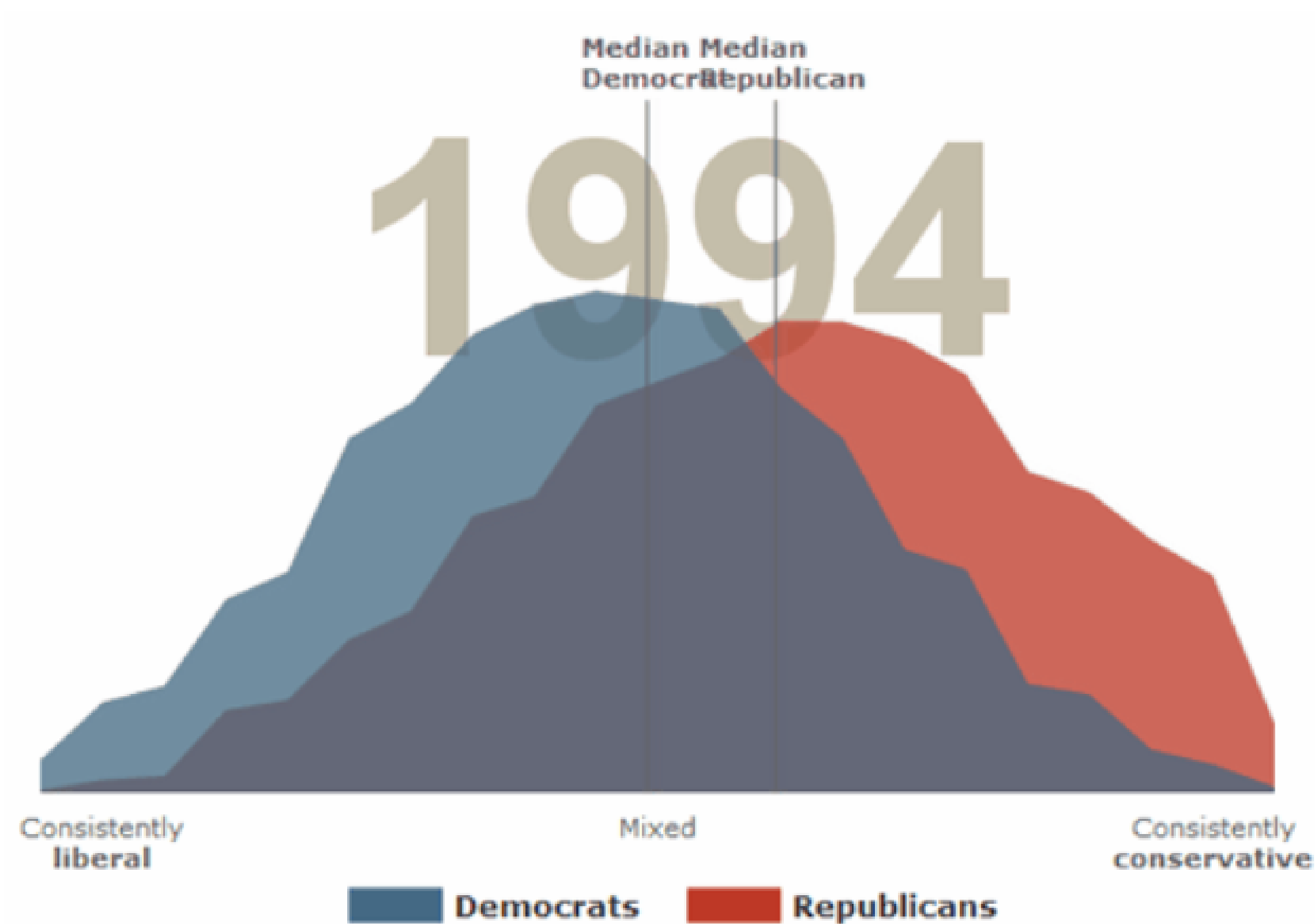
**FUCK YOUR  
VACCINE**

COVID-19  
Just Tested Positive for  
**FRAUD**  
Stop The  
LIES!

COVID-19 AT 9:59  
COVID-19 AT 10:01  
THERE'S MORE THAN  
GREMLINS IN OUR SYS



# Political Polarization of the American Public

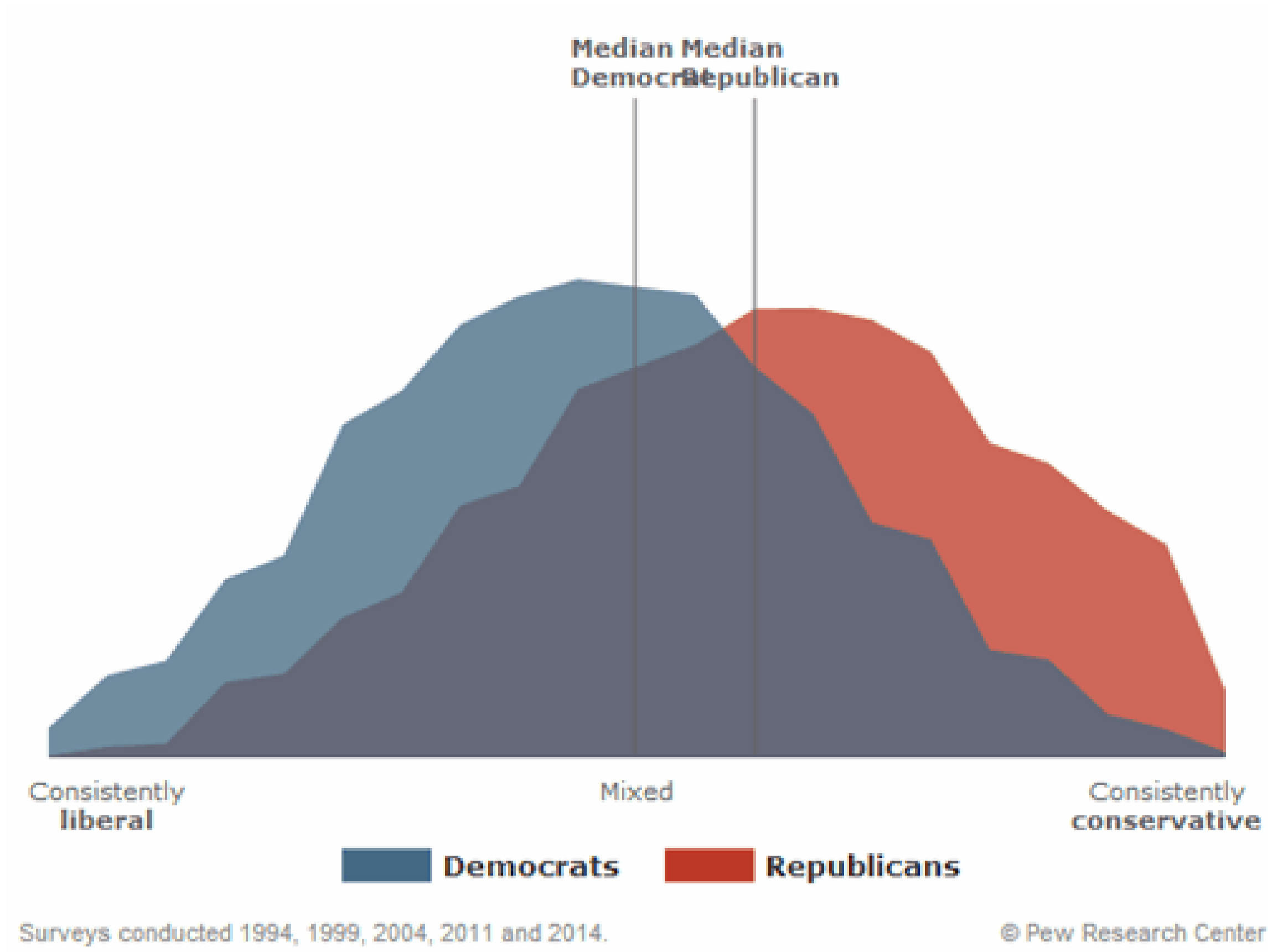


Surveys conducted 1994, 1999, 2004, 2011 and 2014.

© Pew Research Center

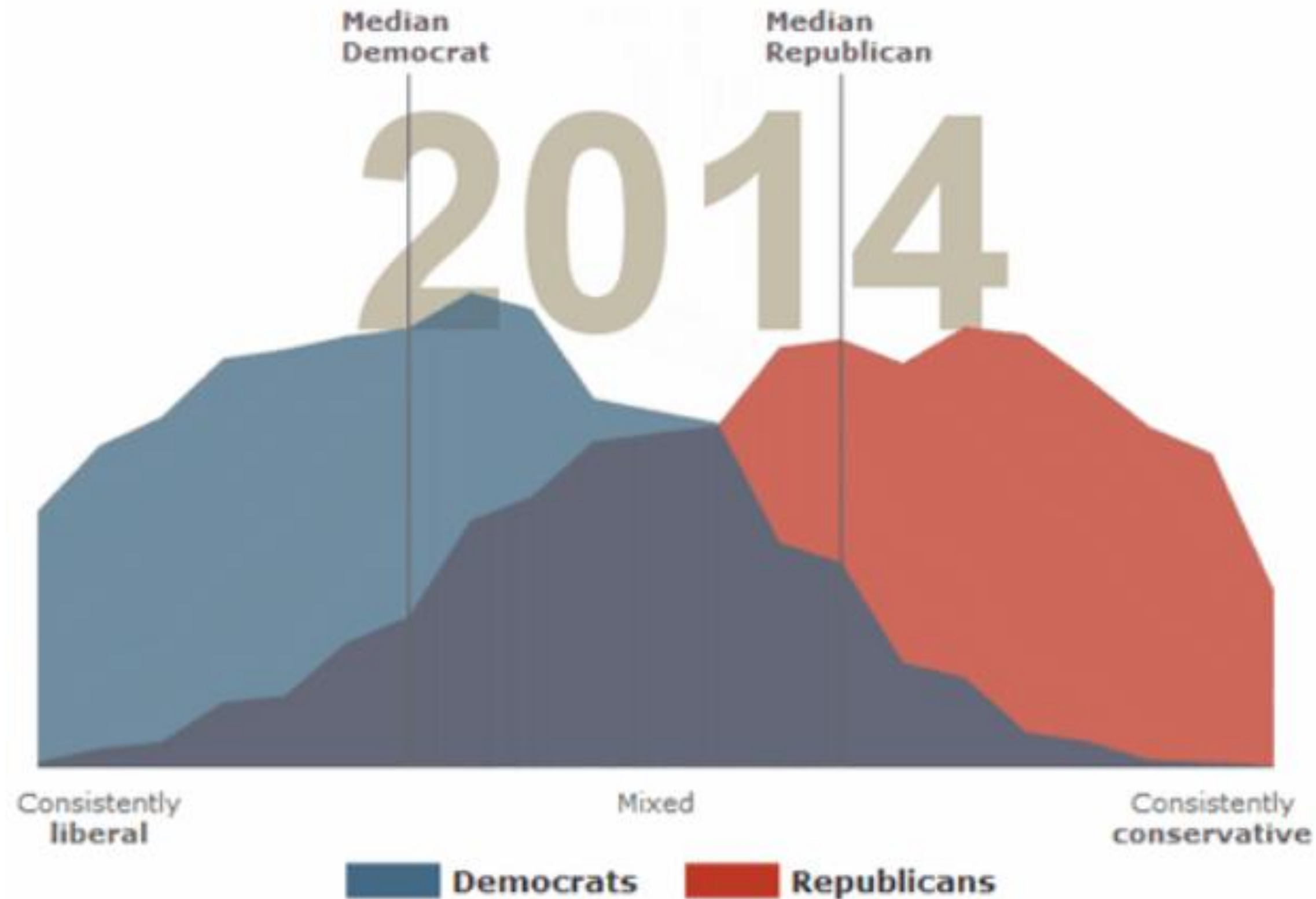


# Political Polarization of the American Public





# Political Polarization of the American Public





Facts don't change  
people's minds...



A group of people are sitting around a campfire at night. The fire is bright and central, with sparks rising from it. The people are silhouetted against the dark background, with some faces illuminated by the fire's light. The scene is set in a wooded area with trees visible in the background.

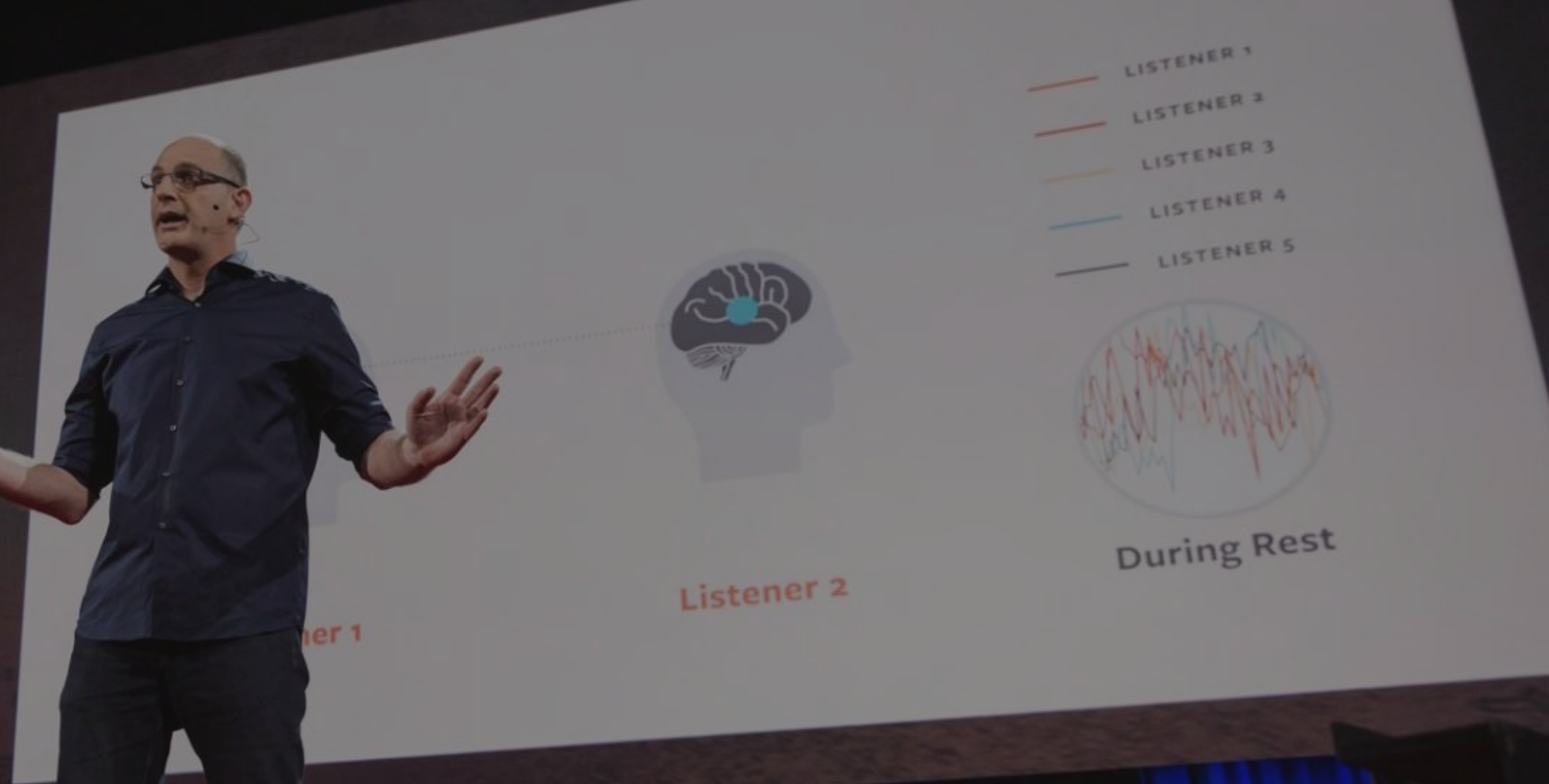
Facts don't change  
people's minds...

But stories do.



# Uri Hasson

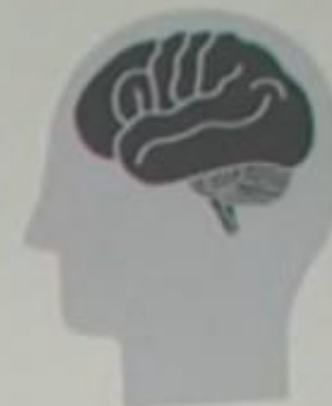
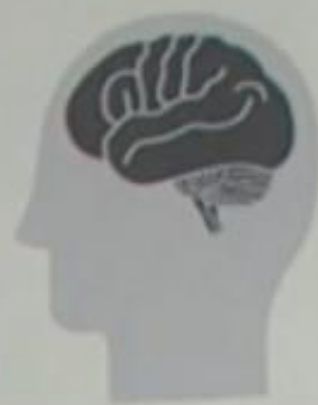
Neuroscientist,  
Princeton University







**Speaker**

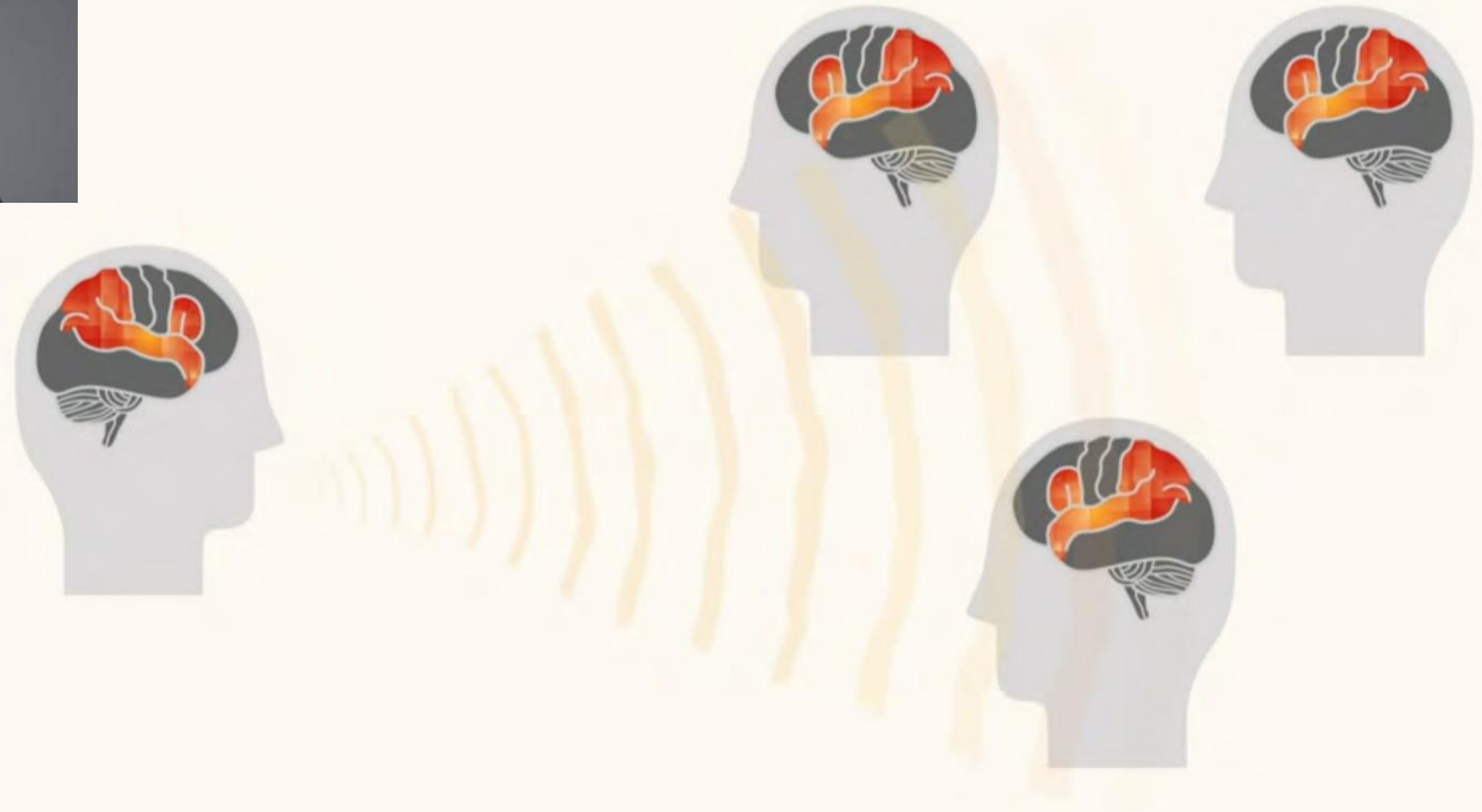


**Listeners**





©BBC



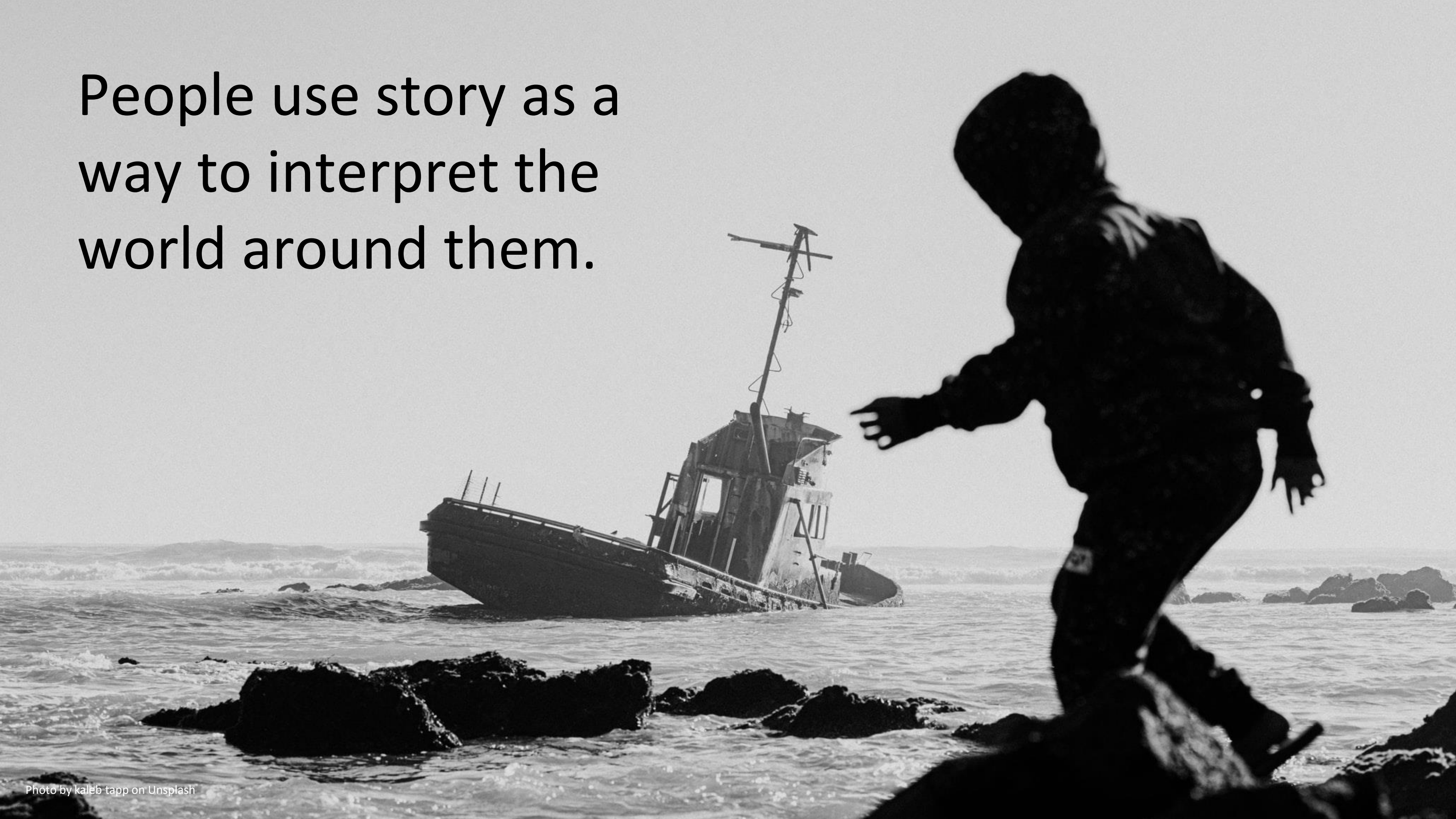
Speaker

Listeners

Photo by Uri Hasson / TED



People use story as a  
way to interpret the  
world around them.









# The Art & Craft of Storytelling

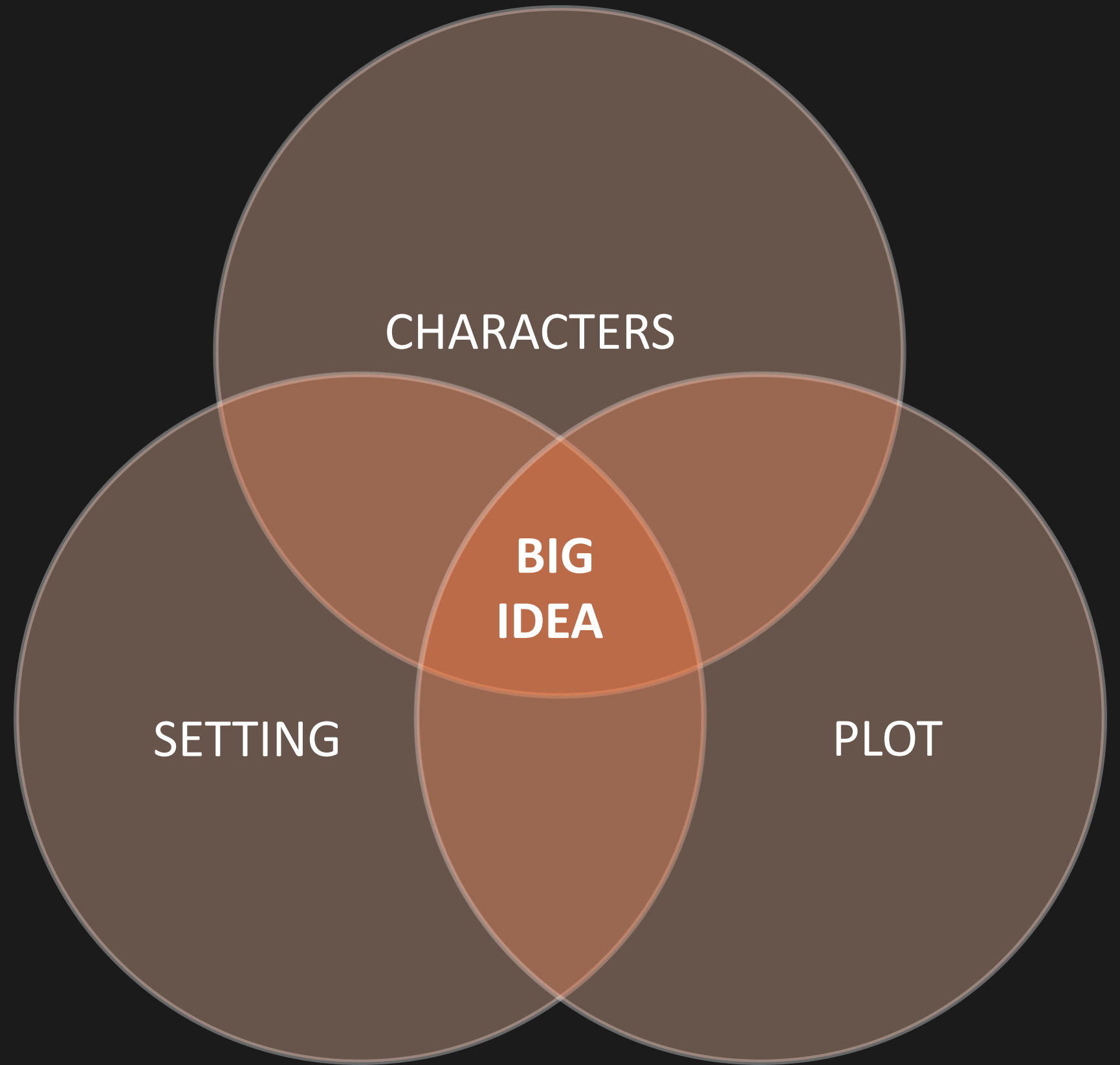
A vibrant, detailed scene of a crowded street in Diagon Alley, London. The street is lined with multi-story brick buildings featuring numerous windows and hanging signs. A large, ornate dragon sculpture is mounted on a building in the center background. Signs for 'SCHOOL BOOKS', 'DAILY PROPHET', and 'GRINGOTTS BANK' are visible. A large crowd of people is walking along the street, and the overall atmosphere is one of a magical, bustling world.



# The Storyland Model

- — Discover the **SETTING**
- — Clarify the **CHARACTERS**
- — Distill the **PLOT**

From these activities a **BIG IDEA** emerges  
- the heart of the story and our guide  
through the rest of the design process.





# SETTING

Images © Wizarding World / Warner Bros. / Universal

## BOOKS:



1 & 2: Privet Drive to Hogwarts

3: Hogsmeade & Azkaban

4: Introduces other Magical Schools

5: Includes the Ministry of Magic

6 & 7: The magical world's affect on the entire world

## LEAD TO:



Movie Series: see Harry Potter's world



Wizarding World of Harry Potter: walk through Harry's world



Spin-Off Movies: see the world beyond Harry Potter



Hogwarts Legacy Video Game: live your own magical adventure



# CHARACTERS

## DYNAMIC HEROES

that fans will care about.

*Luke Skywalker, Harry Potter, Tony Stark*



## INTRIGUING ANTI-HEROES

that fans will root for.

*Kylo Ren, Severus Snape, Loki*



## ICONIC VILLAINS

that fans will love to hate.

*Darth Vader, Voldemort, Thanos*



## GROUPS OR FACTIONS

that fans will fantasize about being part of.

*Rebel Alliance, Hogwarts Houses, Avengers*

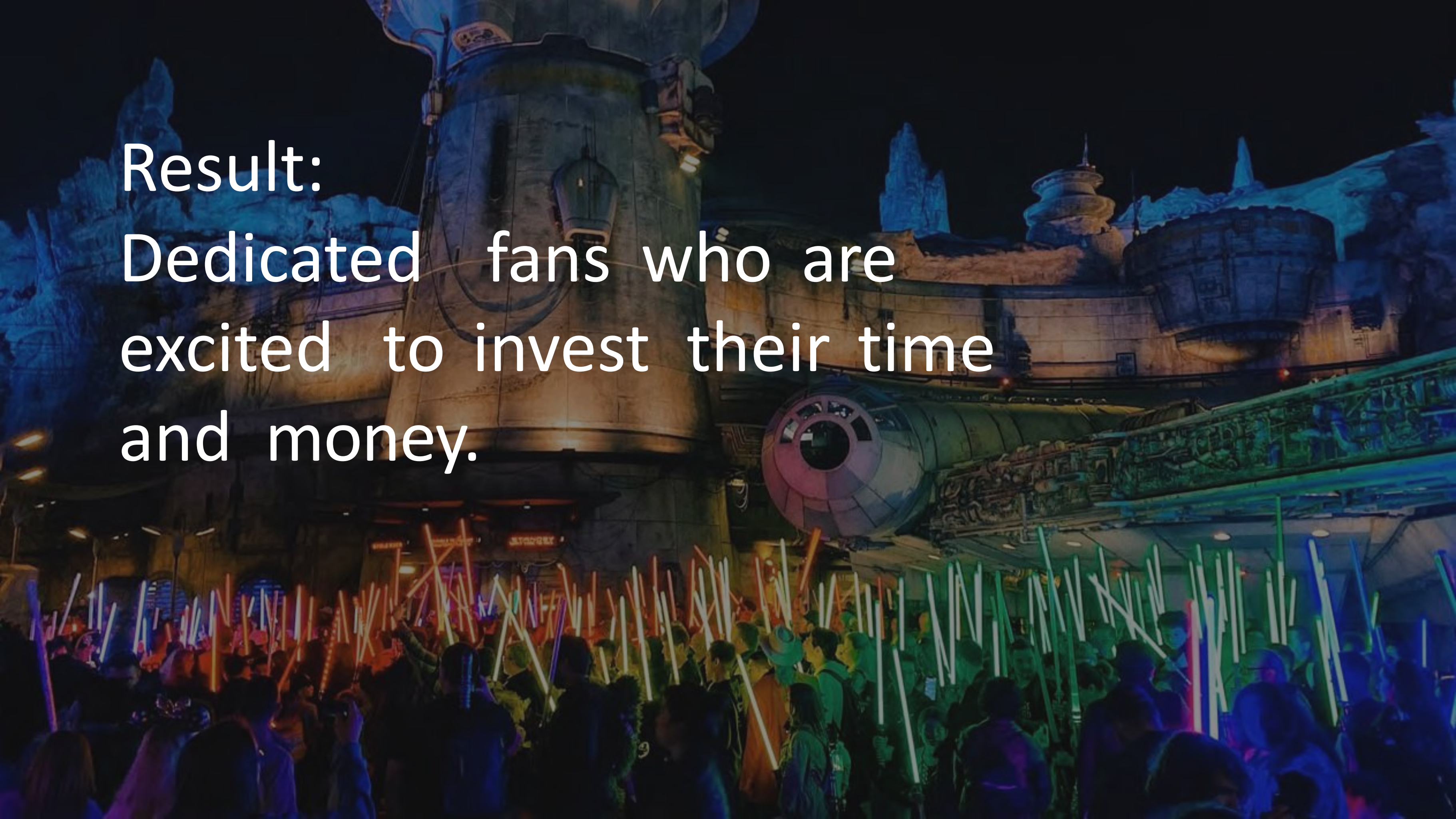





# PLOT



Result:  
Dedicated fans who are  
excited to invest their time  
and money.







What does this have  
to do with the  
Climate Crisis?





**Prince William**  
The Duke of Cambridge





**CHARACTERS**

**PLOT**

**BIG  
IDEA**

**SETTING**



**Mislin**

Orangutan Researcher  
& Oil Palm Farmer

**Sustainable  
Economy  
& Ecosystem**

**Borneo  
Kinabatangan**



“It’s not **our** problem  
to fix”





# Park to Planet

## SeaWorld

©SeaWorld Parks & Entertainment, Inc



YOUR VISIT TO SEAWORLD  
HELPS SUPPORT ANIMAL RESCUE EFFORTS,  
WITH OVER 31,000 AND COUNTING.



©SeaWorld Parks & Entertainment, Inc



©SeaWorld Parks & Entertainment, Inc



# Corporate Responsibility

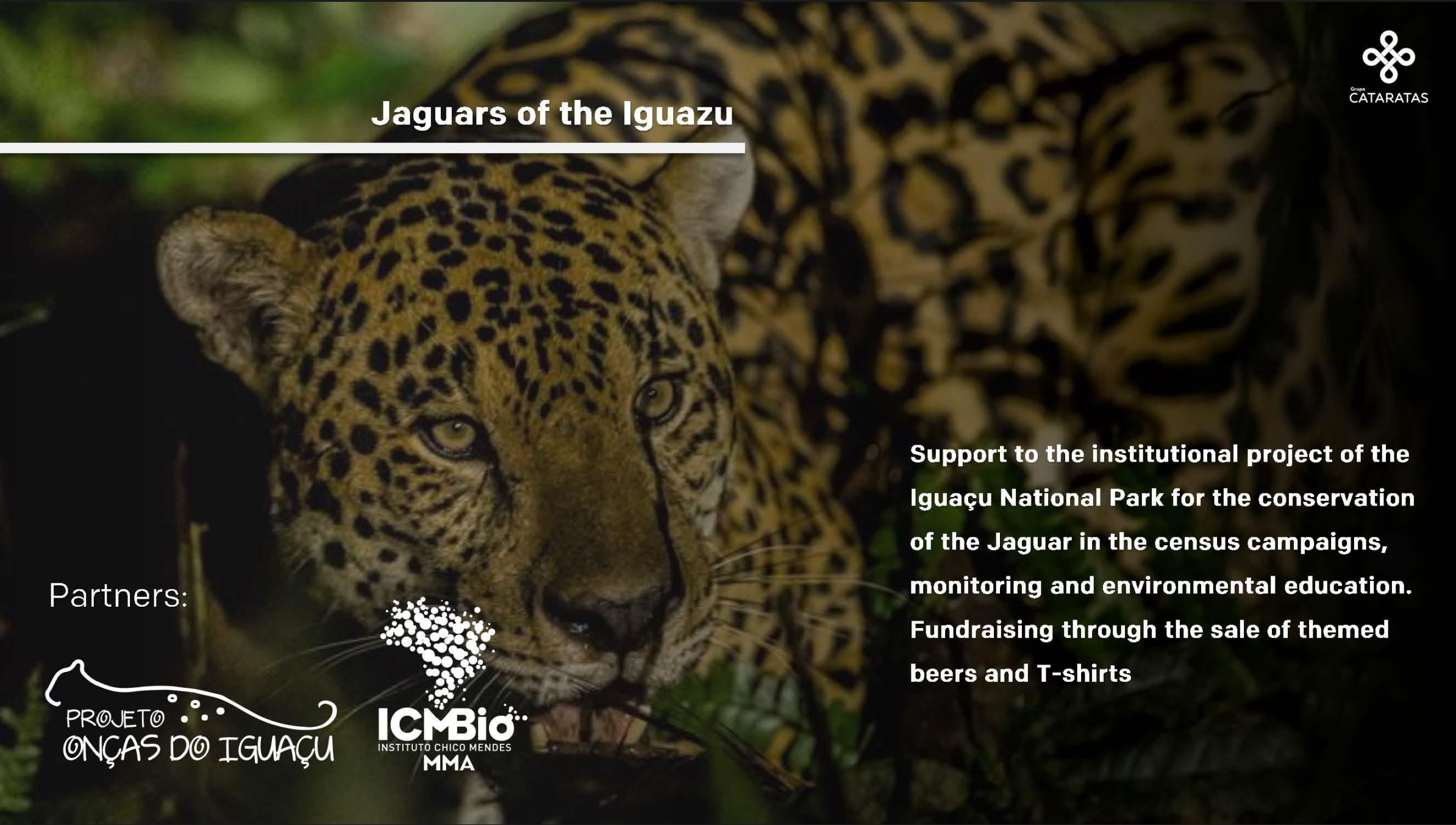
PortAventura World






# Positive Impact Projects


Grupo Cataratas




**Jaguars of the Iguazu**



Partners:





Support to the institutional project of the Iguazu National Park for the conservation of the Jaguar in the census campaigns, monitoring and environmental education. Fundraising through the sale of themed beers and T-shirts



# Positive Impact Projects

Grupo Cataratas

## CONSERVATION OF REEF ENVIRONMENTS



### Winner project of the Out of the Blue Box Reef Innovation Challenge

Evaluation of the reaction  
of Brazilian corals to ocean  
warming and the  
application of probiotics to  
control and revert coral  
bleaching



Partner:



# Positive Impact Projects

Grupo Cataratas

## RECEPTION OF SOCIAL VISITS

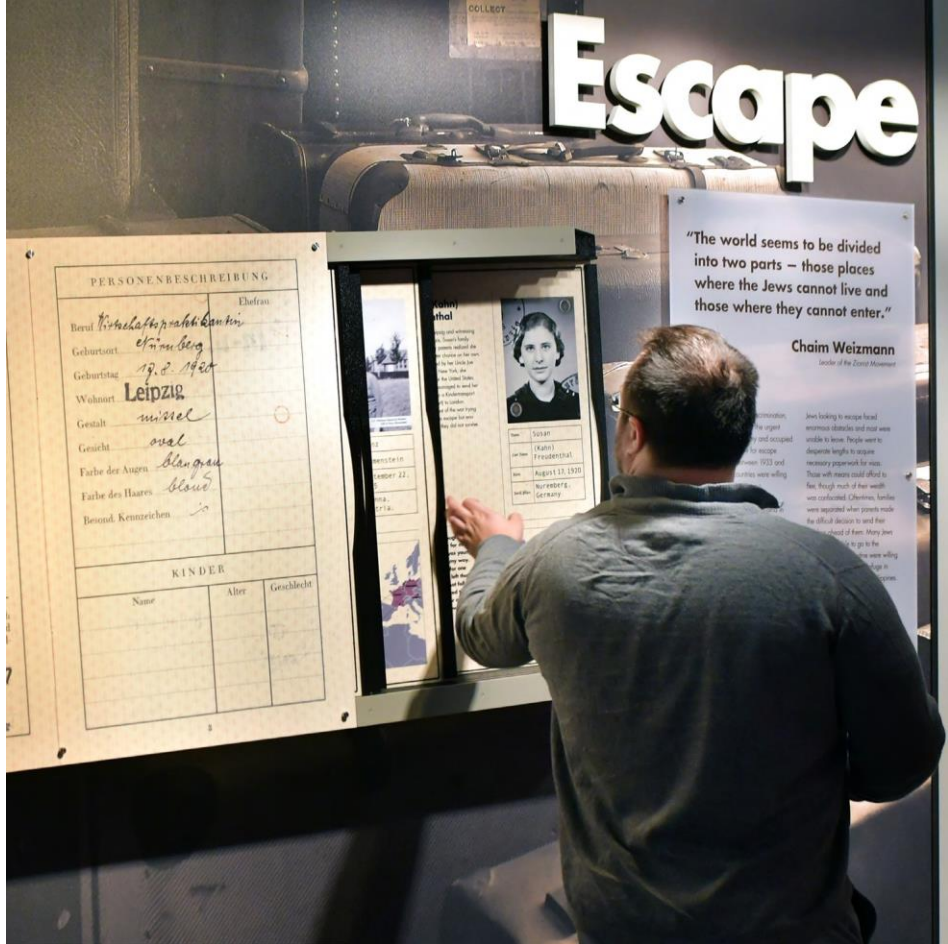
Protocol of social visits at the Parks to welcome vulnerable communities and social projects





Nancy & David Wolf

# Holocaust & Humanity Center



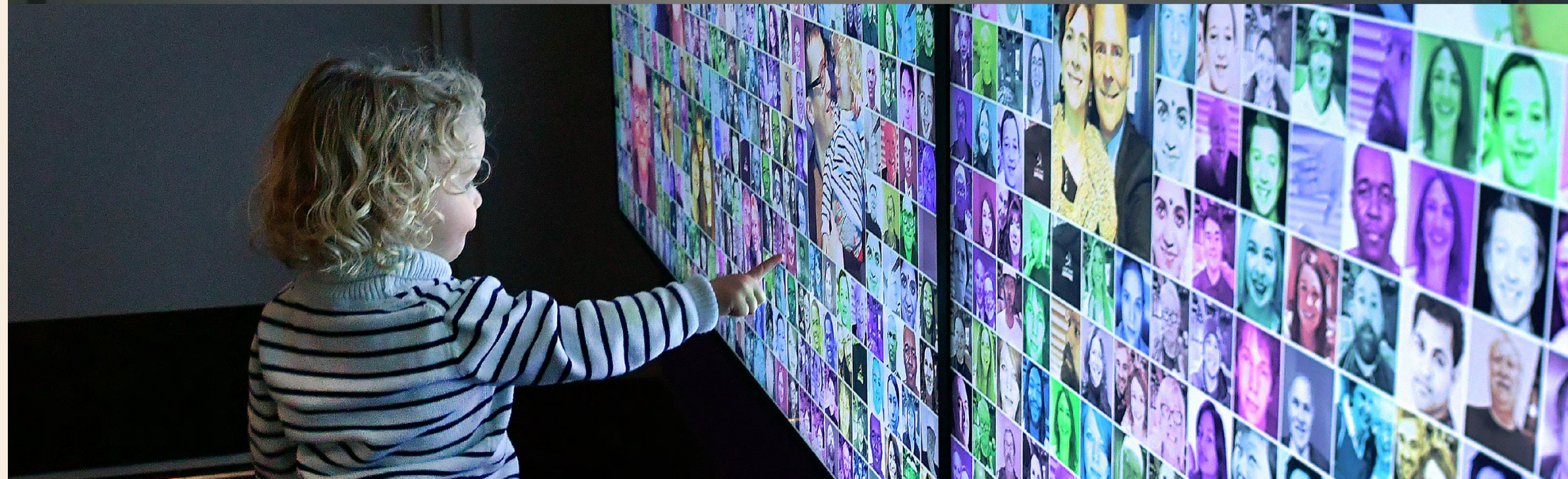


Nancy & David Wolf

**Holocaust &  
Humanity Center**

"Everybody  
every human being has the  
obligation to contribute  
somehow to this world."  
-Edith Carter

©Holocaust & Humanity Center





# Tommo's Top Ten

1)

6)

2)

7)

3)

8)

4)

9)

5)

10)





# STORYVILLE & GARDENS

Coming Soon!  
NASHVILLE, TN









“We do not inherit the Earth  
from our ancestors, we borrow  
it from our children.”

Ralph Waldo Emerson



STORYVILLE  
GARDENS<sup>TM</sup>





BBQ Barn

Smoky Mountain Stage

Old MacDonald's Farm

Storyville Square

Huck's Hollow

Storyville Mercantile

Chapel

Spillikin Corners

Glassblower

Tall Tales Treehouse

Becky Thatcher's

Storytellers Circle

Bookworm Hill

Global Café

Spice Table

Royal Menagerie Carousel

Silk Road Souk

Arabian Nights

Aesop's Tables

Genesis Gardens

Global Village Gifts

Guest Services

Passport Portal



















Dark Ride Entrance-

Start at Jesse's Bedroom then thru the TV into the Video Game



# STORYVILLE & GARDENS

Coming Soon!  
NASHVILLE, TN



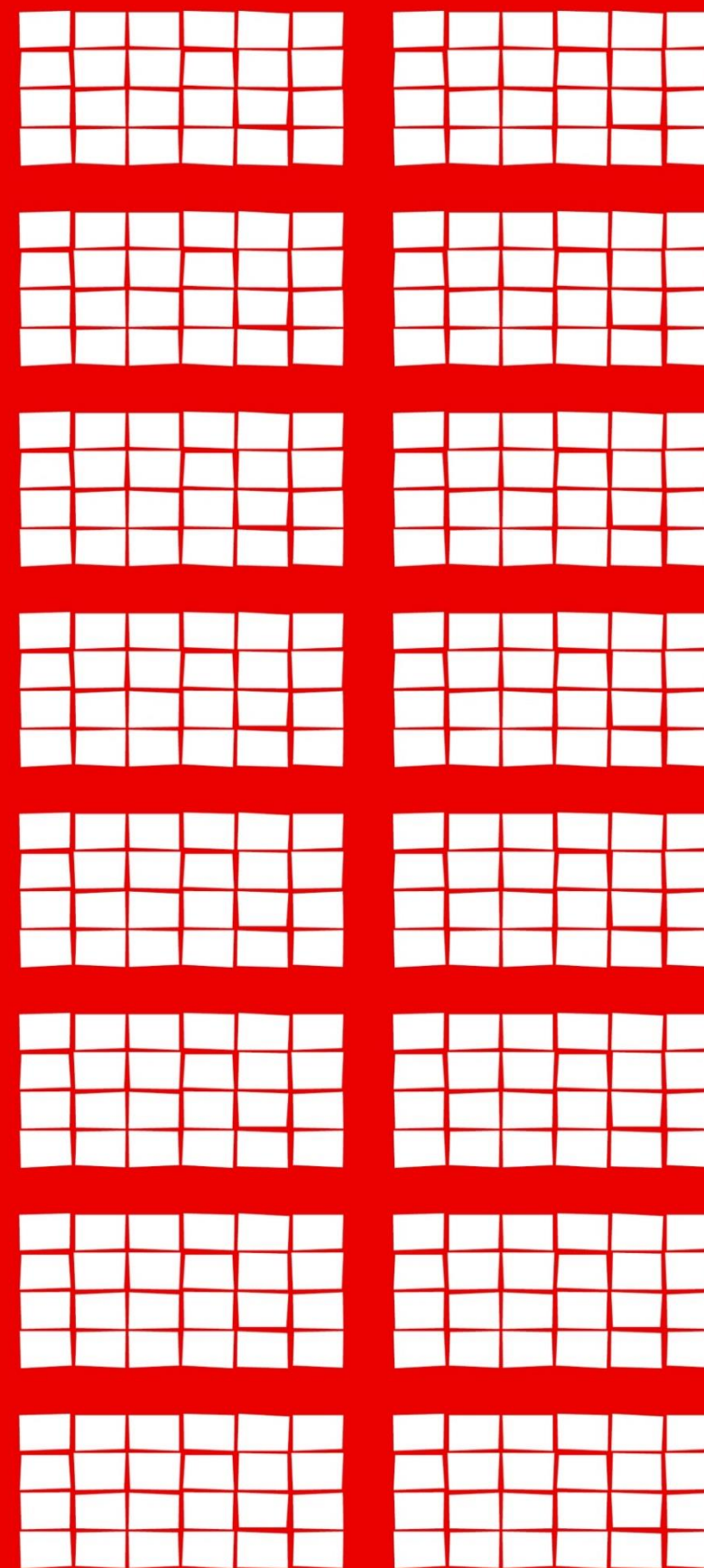
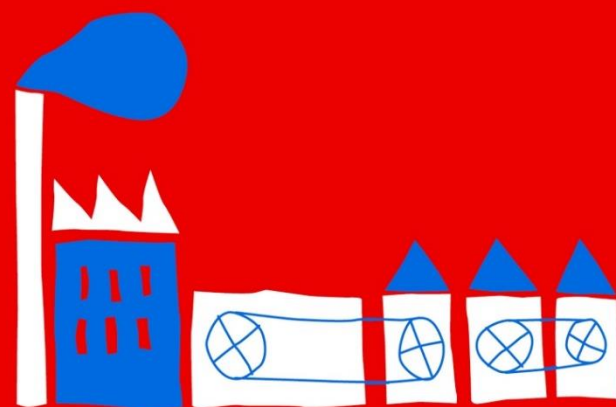


**TONY'S**  
**CHOCOLONELY®**

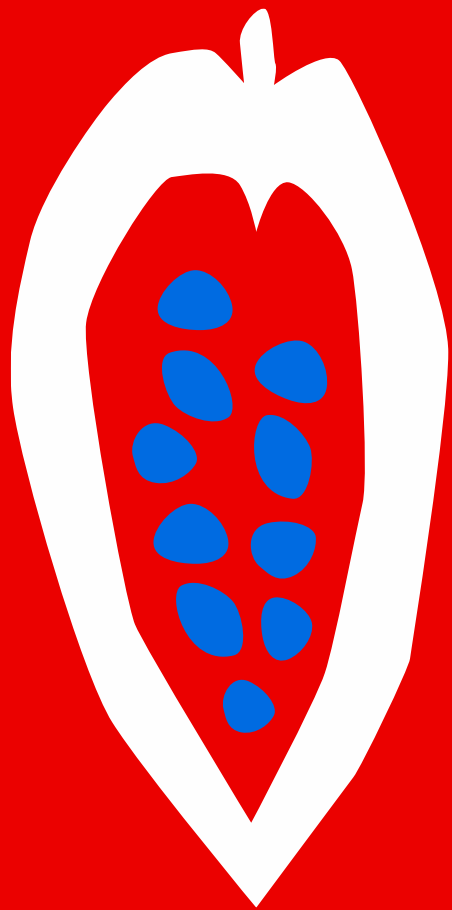
Ynzo

**Choco Evangelist**

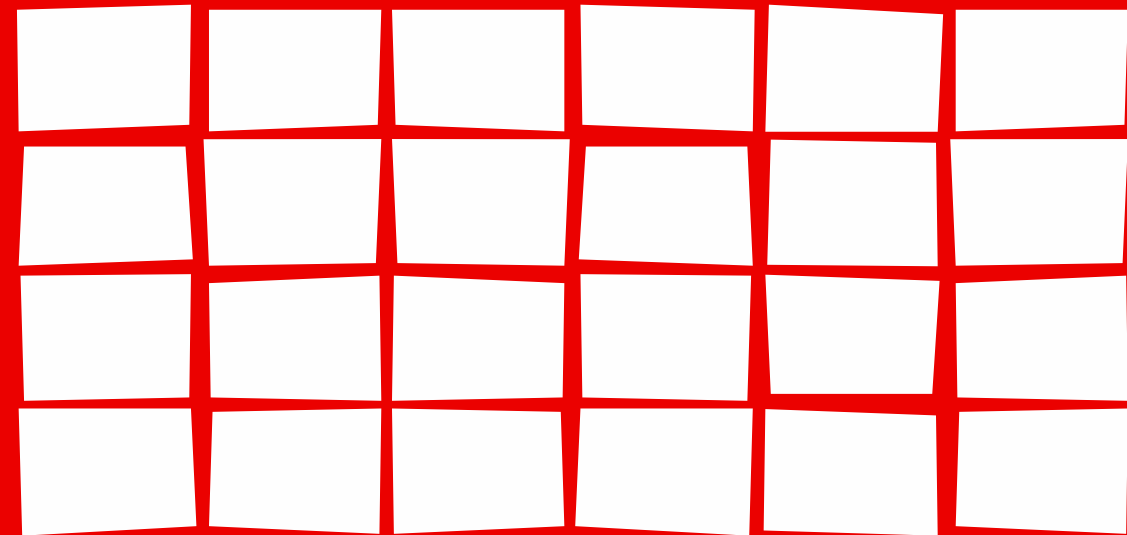
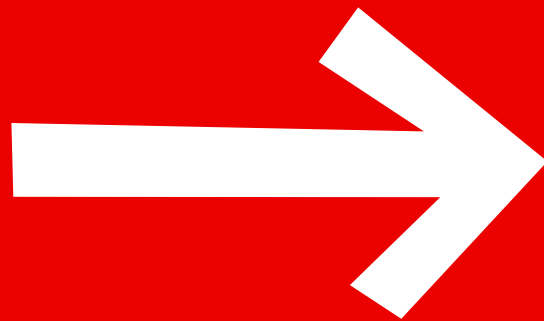








\$0,18



\$4,99





1. The first part of the text discusses the importance of understanding the global context of a business. It mentions that a company's success is often determined by its ability to adapt to different cultural and economic environments. This is particularly true for multinational corporations that operate in multiple countries.

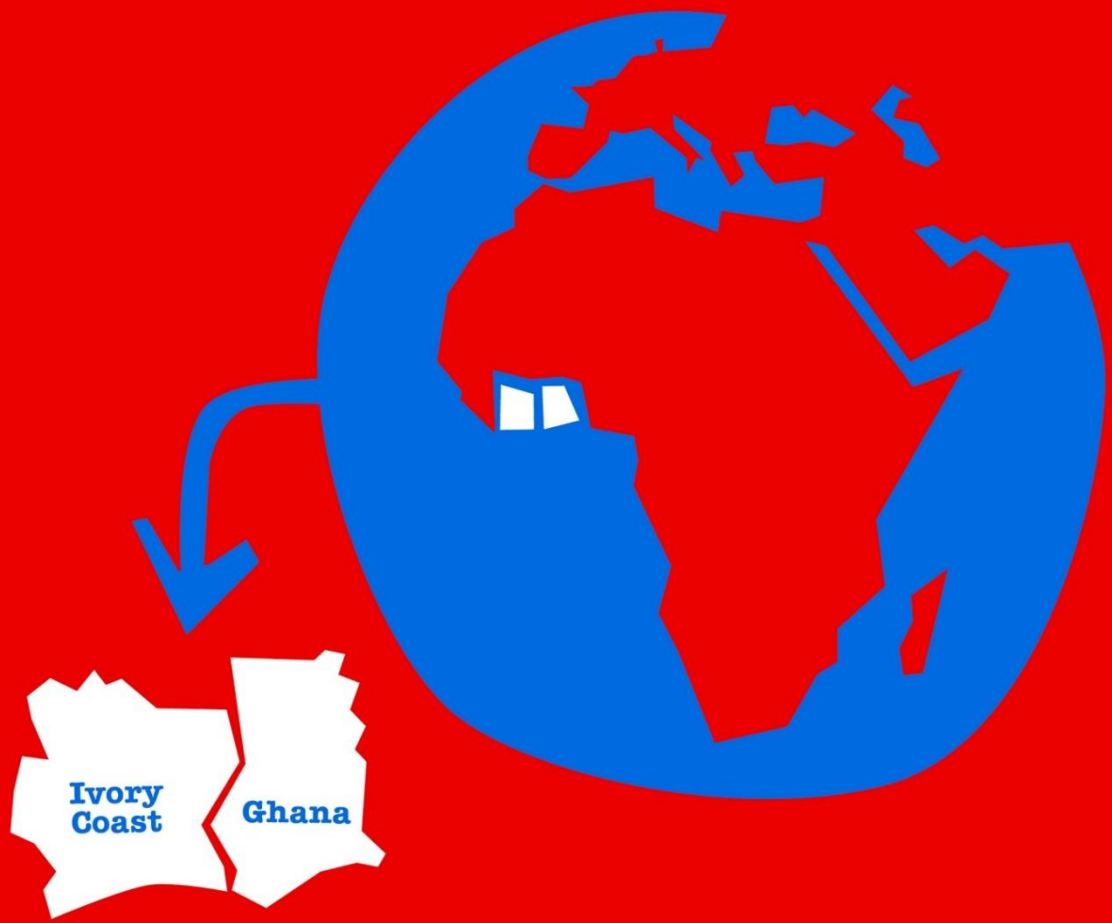
2. The second part of the text focuses on the role of leadership in global business. It argues that effective leaders must be able to communicate across cultures and manage diverse teams. This requires a deep understanding of the cultural nuances of each country in which the company operates.

3. The third part of the text explores the challenges of global expansion. It notes that entering new markets can be a complex and costly process, requiring a thorough understanding of local regulations, consumer behavior, and competitive dynamics. Companies must carefully evaluate the potential risks and rewards of international growth.

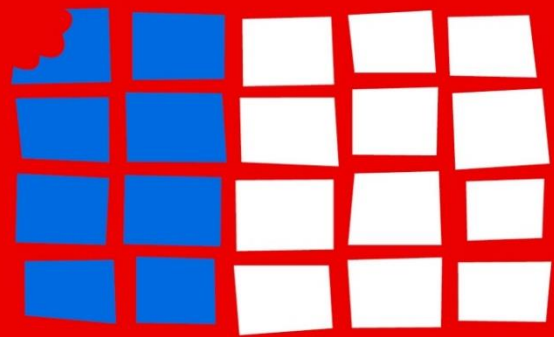
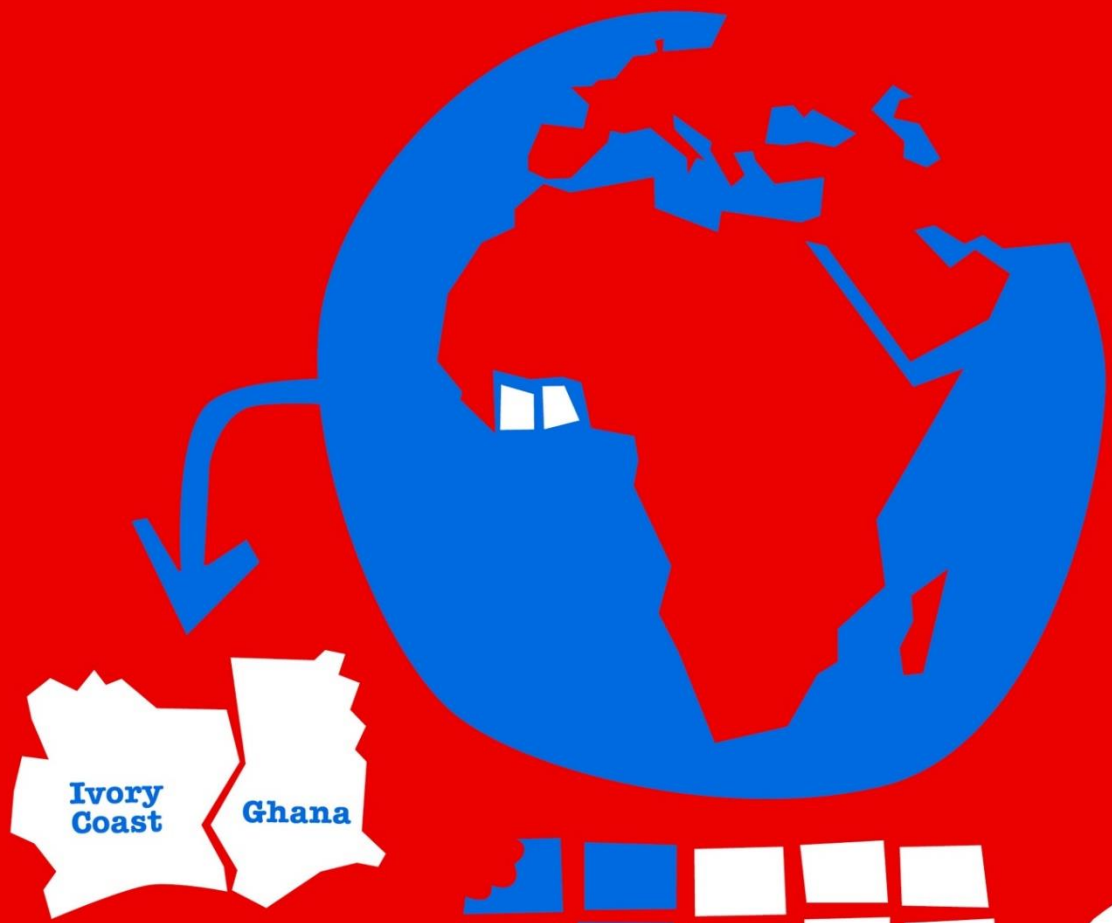
4. The fourth part of the text discusses the importance of innovation in global business. It suggests that companies that invest in research and development are more likely to develop new products and services that can succeed in a global market. Innovation is also key to staying competitive in a rapidly changing business environment.

5. The fifth part of the text concludes by emphasizing the need for a global mindset. It argues that companies must view the world as a single, interconnected market rather than a collection of isolated national economies. This mindset is essential for developing strategies that can succeed on a global scale.



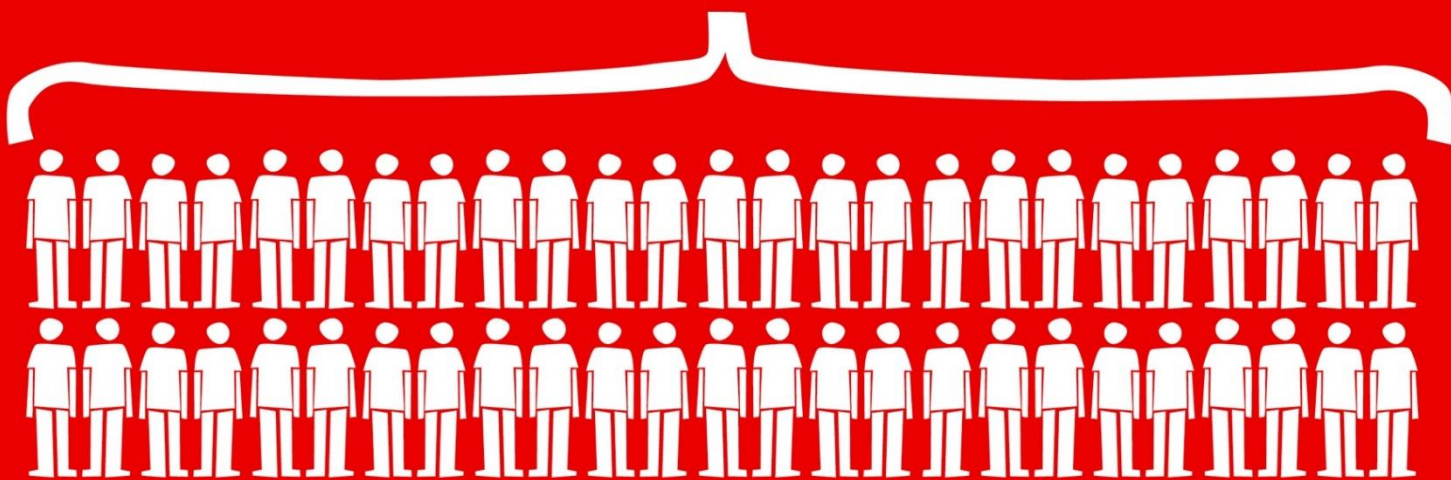
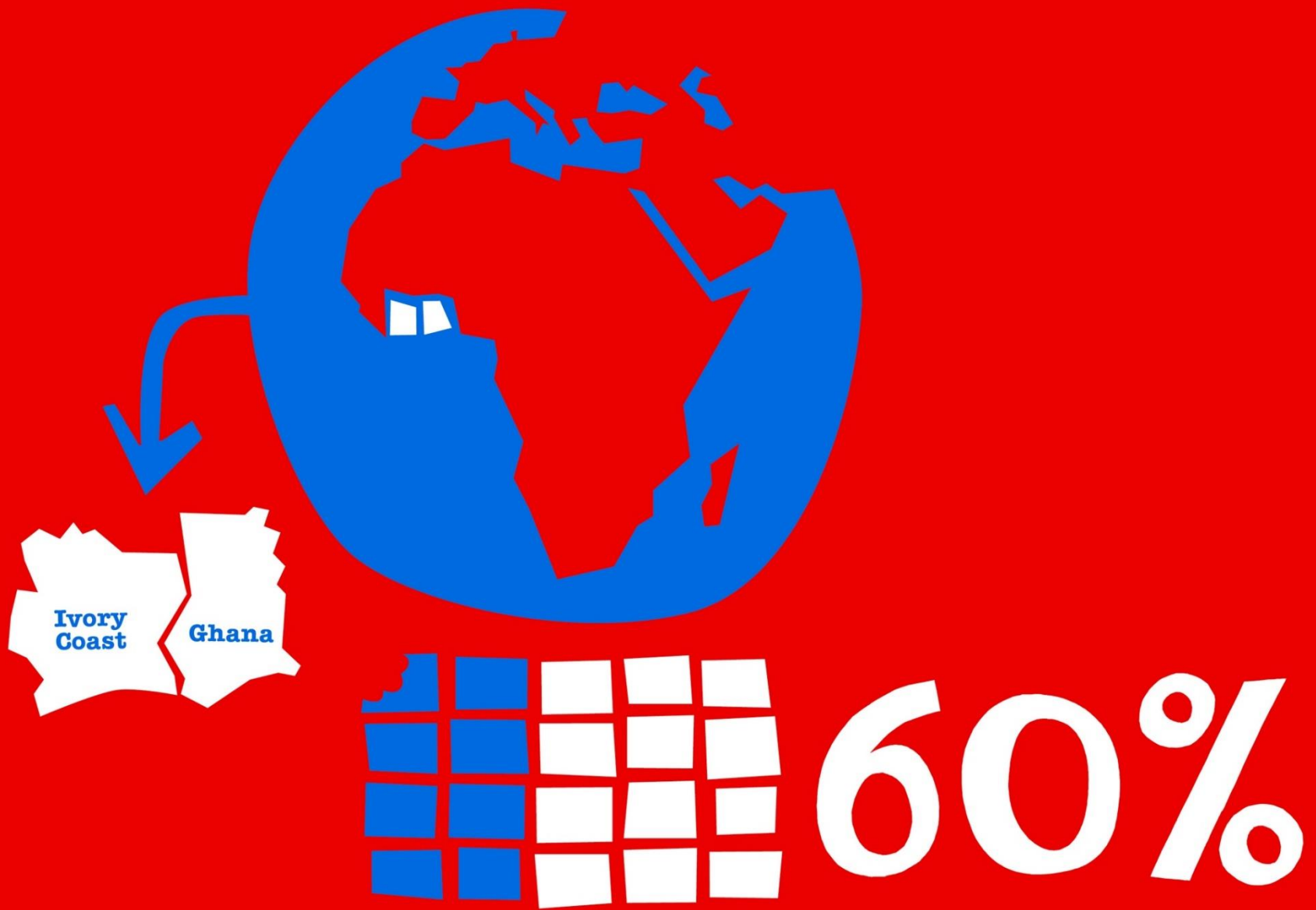




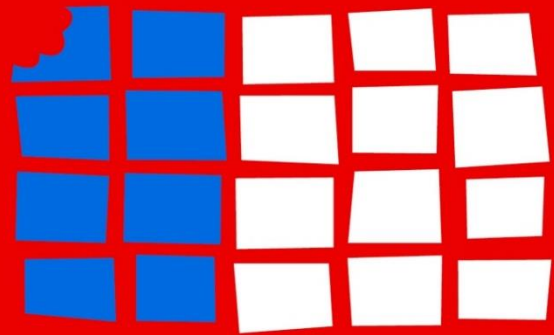
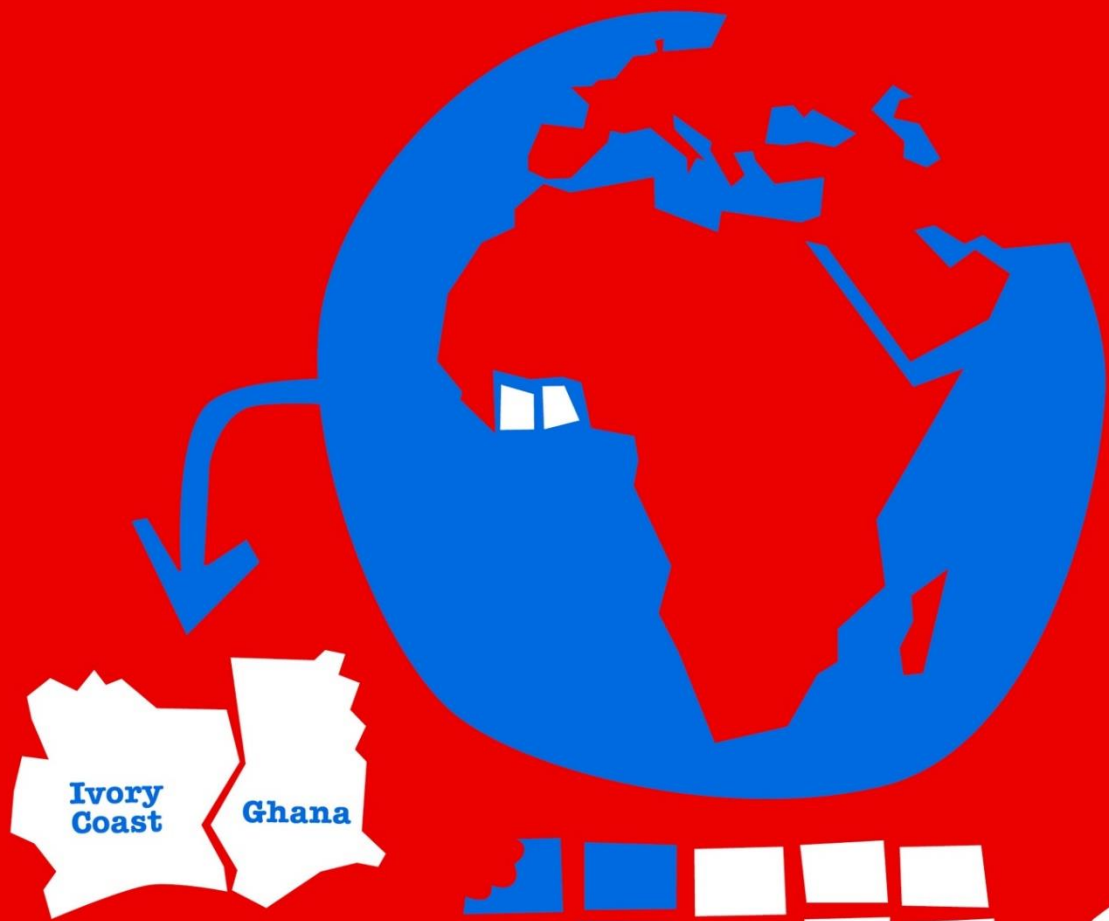


60%







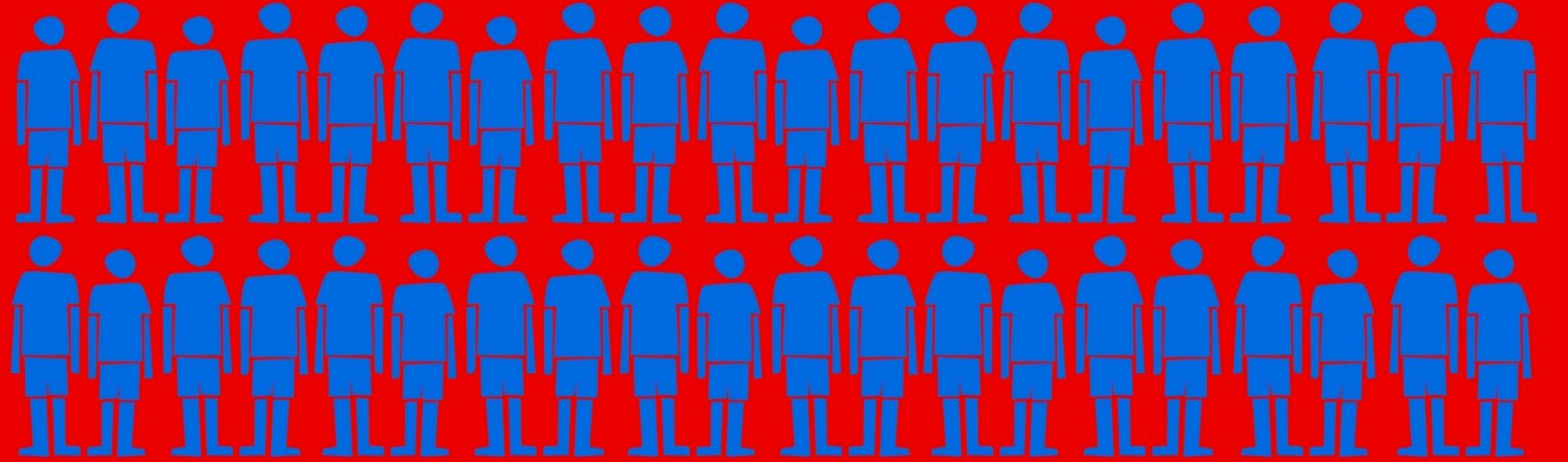


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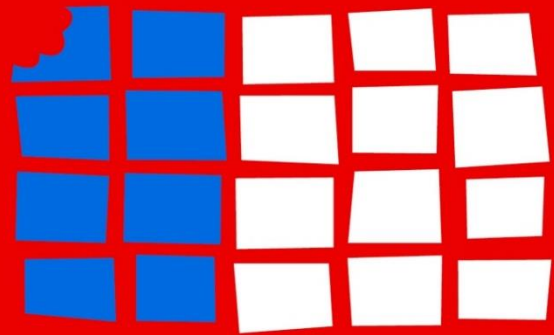
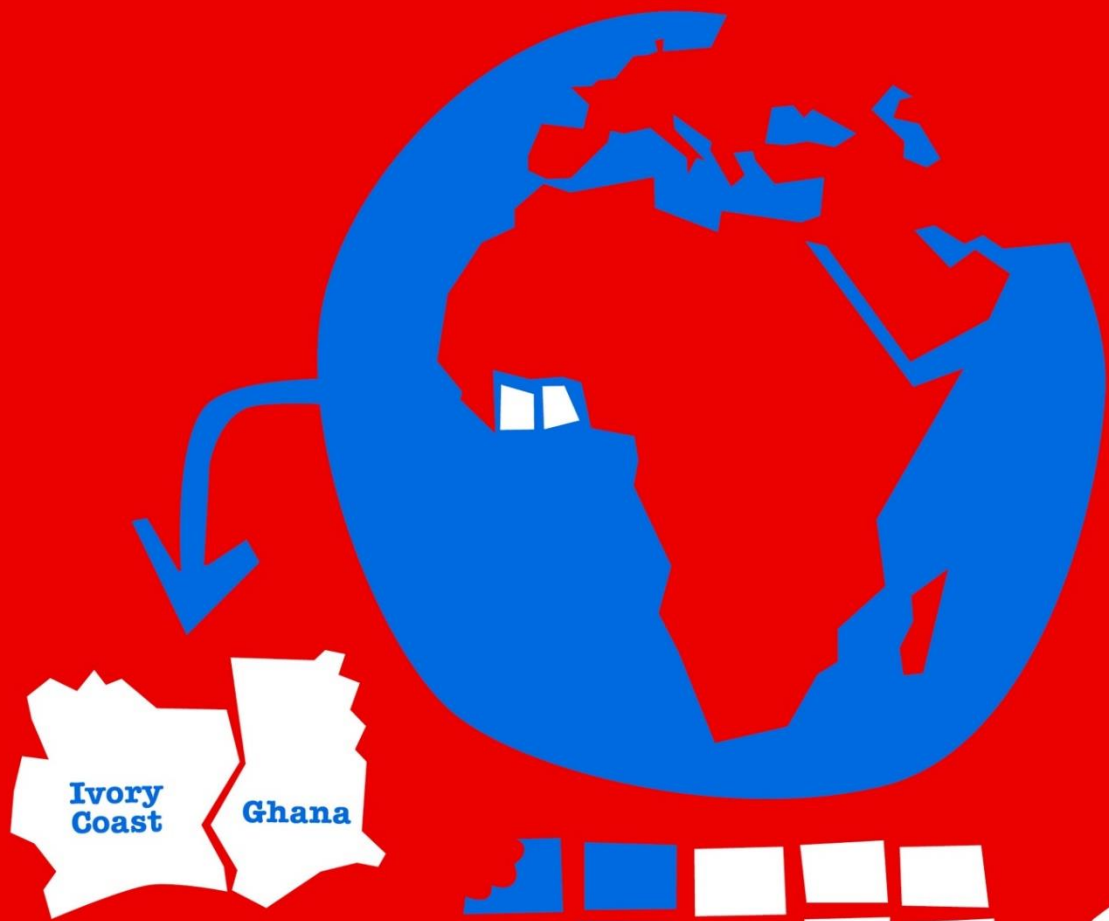


2.500.000

1.560.000





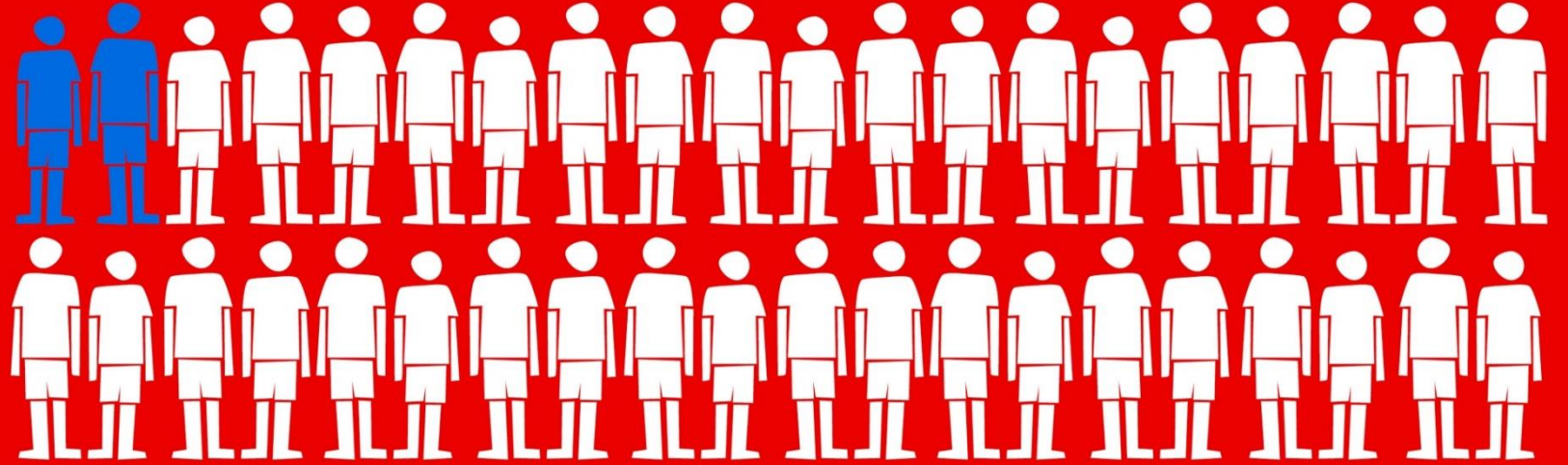


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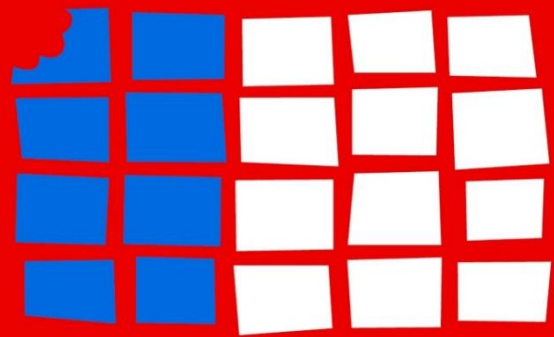
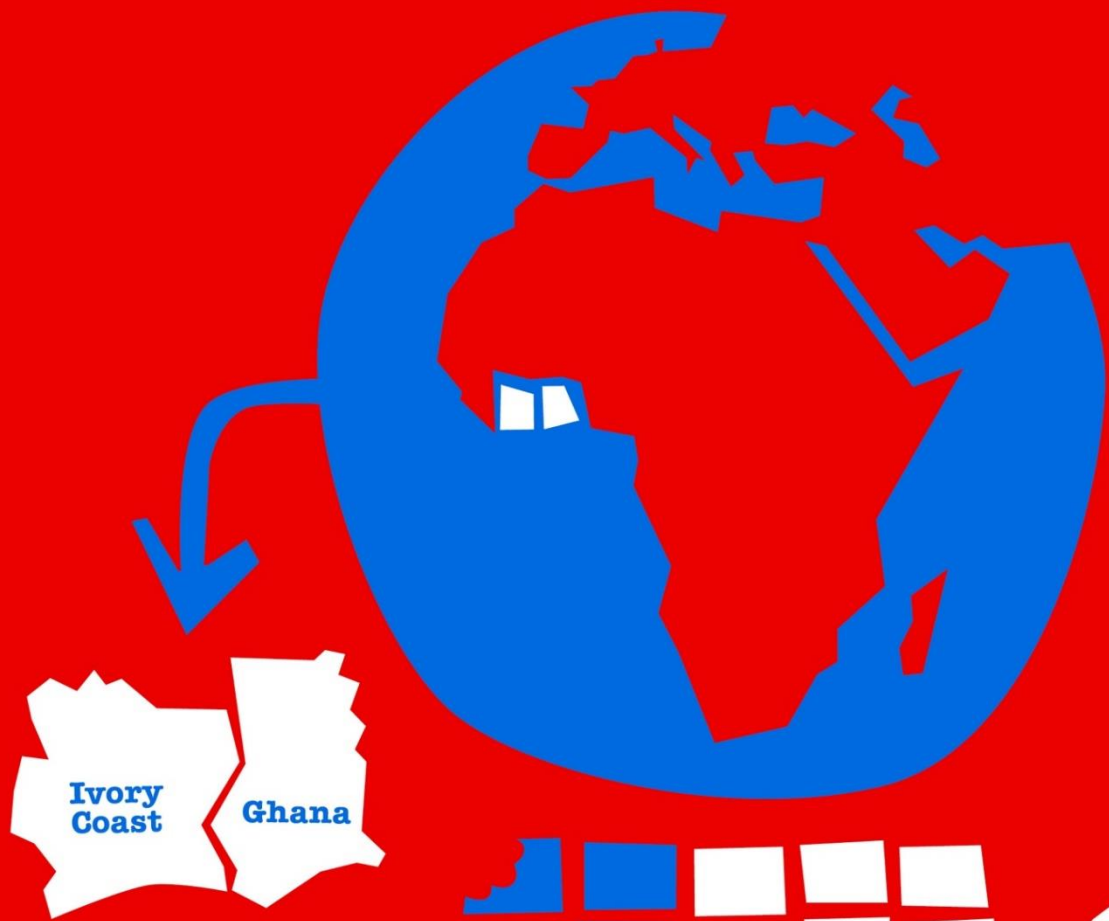
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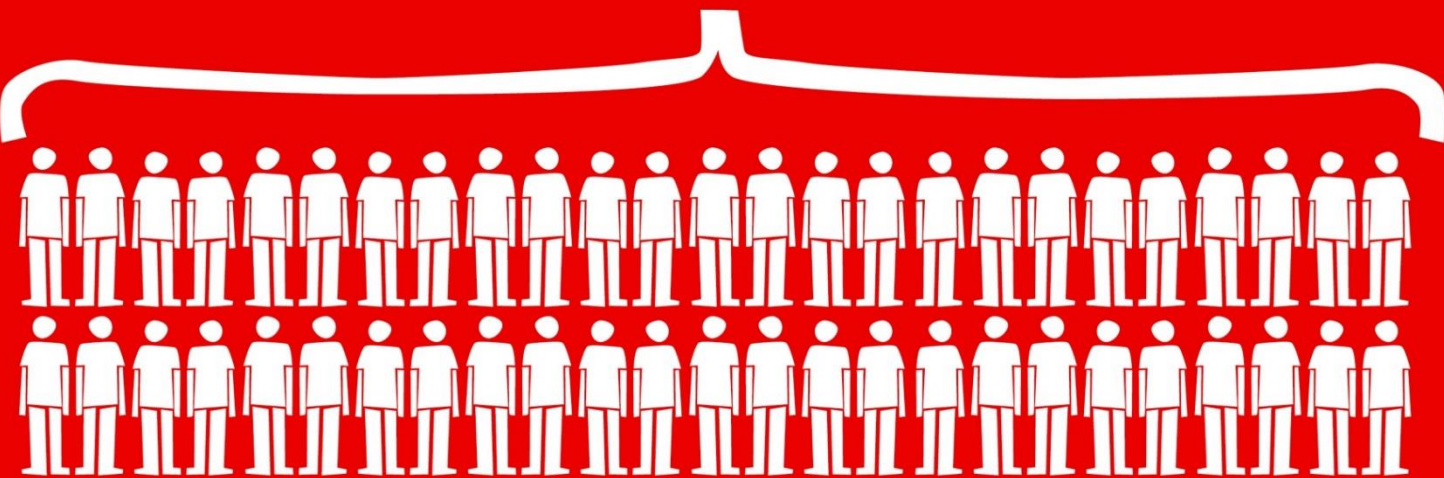


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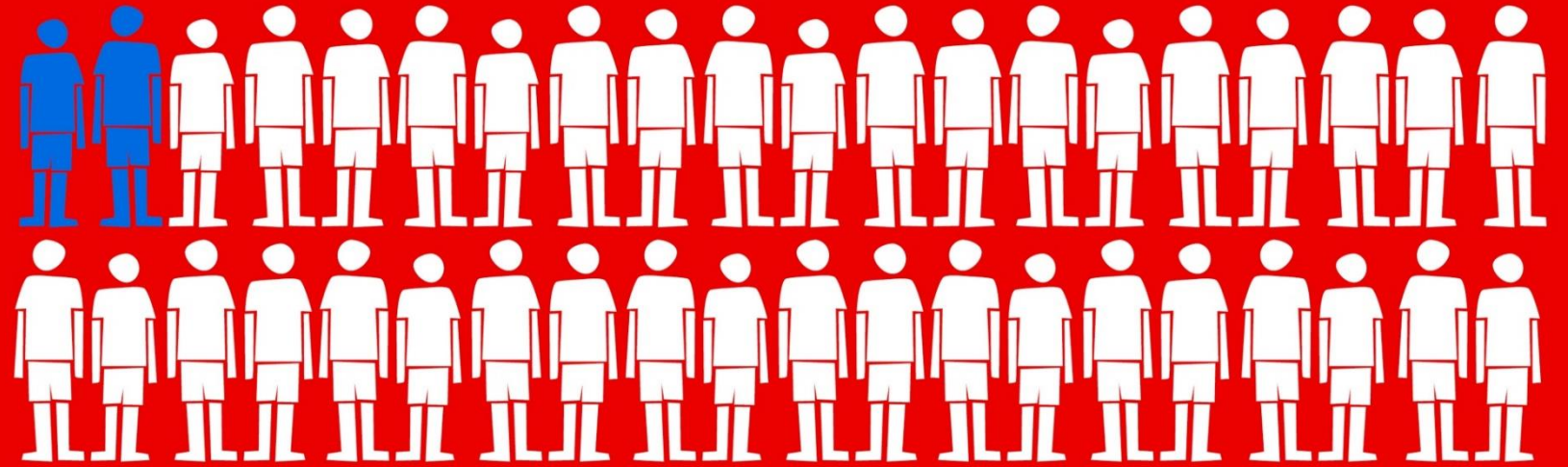


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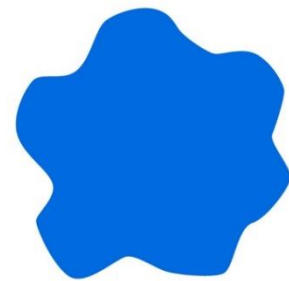
95%



30.000



# **HARKIN ENGEL PROTOCOL**



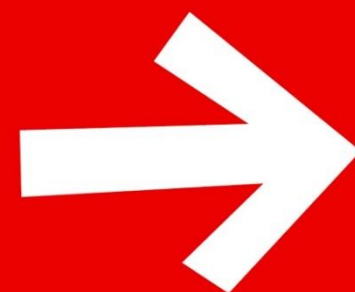














**TONY'S CREATES AWARENESS**





The image features a solid red background. In the center, a red heart is formed by the negative space between two stylized hands. The hand on the left is white, and the hand on the right is blue. Both hands have a jagged, geometric appearance with multiple fingers. The text 'SERIOUS FRIENDS' is written in white, bold, sans-serif capital letters across the middle of the red heart.

**SERIOUS  
FRIENDS**



**TONY'S CREATES AWARENESS**

**TONY'S LEADS BY  
EXAMPLE**



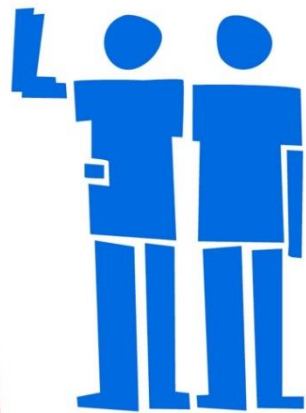
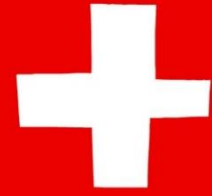




**TRACE  
THOSE  
BEANS**



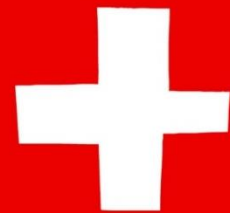
**PAY A  
HIGHER  
PRICE**



**SUPPORT  
STRONG  
FARMERS**



**GO FOR  
THE LONG  
TERM**



**FOCUS ON  
QUALITY AND  
PRODUCTIVITY**



**TONY'S CREATES AWARENESS**

**TONY'S LEADS BY  
EXAMPLE**

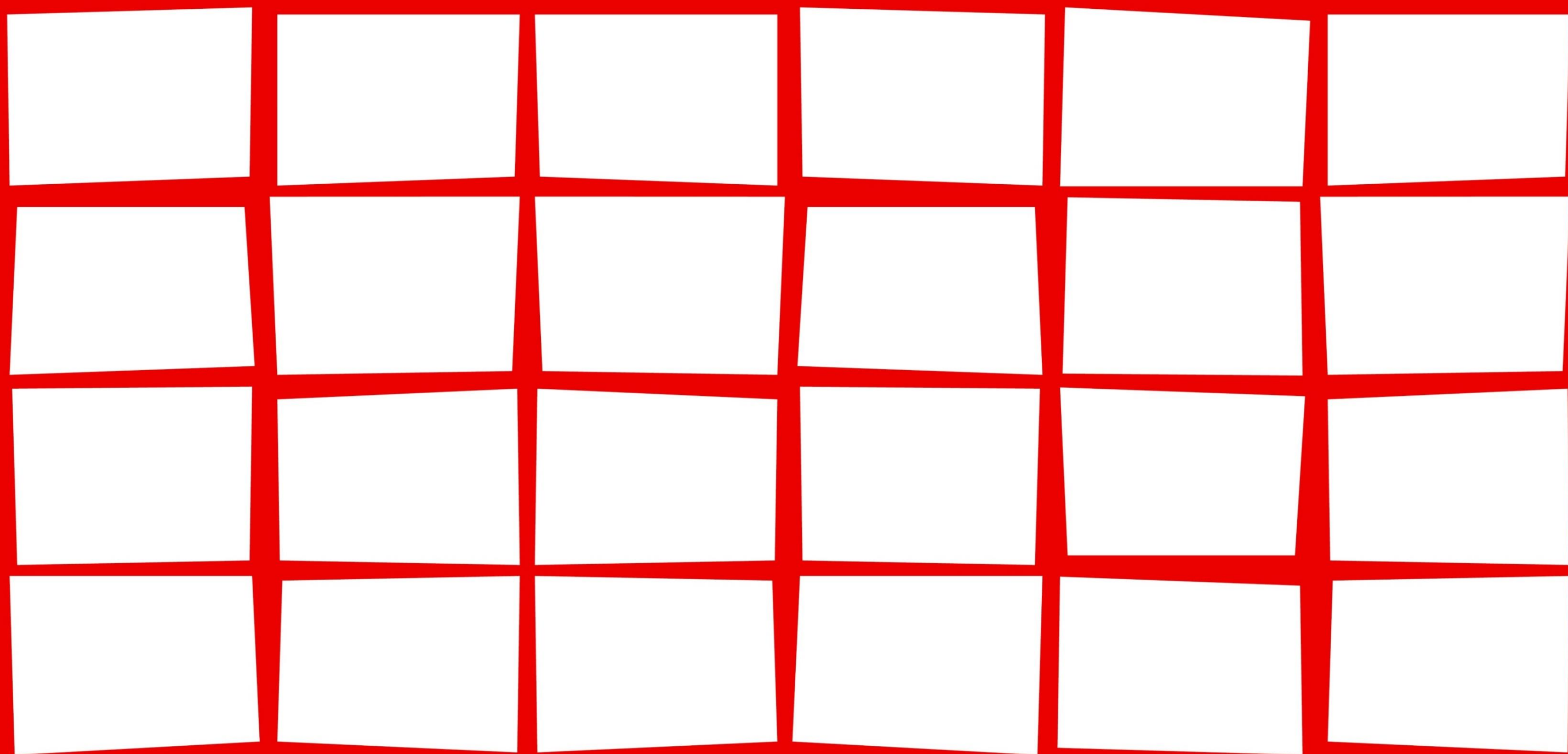
**TONY'S INSPIRES  
TO ACT**





CRAZY ABOUT  
CHOCOLATE,  
SERIOUS ABOUT  
PEOPLE























**TOGETHER  
WE'LL MAKE  
CHOCOLATE  
100% SLAVE FREE**







**‘ONCE WE KNOW AND ARE AWARE,  
WE ARE RESPONSIBLE FOR OUR  
ACTION AND OUR INACTION’**

Jean Paul Sartre





**HEY..**  
**LET'S**  
**BE FRIENDS!**

**give it  
a go..**




**@tonyschocolonely @Ynzo**







A full-page background image showing a person's silhouette standing on a dark, rocky ridge. The person is looking up at a vast night sky filled with stars. The Milky Way galaxy is visible, stretching across the sky with a bright, pinkish-purple band of light. The sky transitions from a deep blue on the right to a warm, orange-yellow glow on the left, where the person is standing. The overall mood is contemplative and inspiring.

**Think big,  
start small,  
move fast**



# The Power of Storytelling

**Ben Thompson**  
Chief Strategy Officer  
Storyland Studios

Photo by ActionVance on Unsplash

*Storyland*  
STUDIOS

 **IAAPA**  
EXPO