



Learn Beyond

**KPR Institute of Engineering and Technology**

(Autonomous, NAAC "A")

Avinashi Road, Arasur, Coimbatore.

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**ENG001**

**NBA Accredited**

(CSE, ECE, EEE, MECH, CIVIL)

**EXPERT TALK ON THE ART OF PERSUASIVE STORY TELLING**

<b>Event No</b>	ENG001
<b>Organizing Department</b>	English
<b>Date</b>	22/05/2024
<b>Time</b>	09:00 AM to 10:00 AM
<b>Event Type</b>	Expert Talk
<b>Event Level</b>	Dept. Level
<b>Venue</b>	CAC Hall
<b>Meeting Medium</b>	
<b>Meeting Link</b>	<a href="https://meet.google.com/api-pyoj-xjk">https://meet.google.com/api-pyoj-xjk</a>
<b>Total Participants</b>	42
<b>Faculty - Internal</b>	2
<b>Students - Internal</b>	40

Related SDG



Resource Persons

Sl	Type	Name	Designation	Company	Email	Phone
1	Resource Person	Sriram R	Technical Project Manager	Space Kidz India	sriram.r@gmail.com	xxxxxxxxxx

Involved Staffs

Sl	Name	Role
1	Saranya R	Coordinator

Outcome

- Explored the transformative power of narrative using the STAR method: Situation, Task, Action, Result.- Discussed how storytelling shapes corporate culture and personal branding, enhancing leadership presence and fostering connection.- Shared practical tips, case studies, and best practices for crafting authentic and impactful narratives.- Emphasized storytelling as a tool for forging connections and inspiring action, essential for image building in the professional sphere.

Event Summary

In a captivating event orchestrated by the esteemed Mr. Sriram, participants were treated to a deep dive into the art of storytelling for image building. With his expert guidance, the session illuminated the transformative power of narrative, particularly through the utilization of the STAR method. As Mr. Sriram adeptly navigated through the components of Situation, Task, Action, and Result, attendees gained invaluable insights into crafting narratives that captivate and inspire. Meanwhile, Dr. Saranya, the meticulous coordinator of the event, ensured that every aspect of the session ran seamlessly, from logistics to engagement. Throughout the event, Mr. Sriram skillfully illustrated how storytelling is not merely a communication tool but a strategic asset in shaping corporate culture and personal branding. Through a series of engaging discussions and real-world examples, participants learned how narratives can enhance leadership presence, foster meaningful connections, and ultimately, leave a lasting impact on audiences. Under the guidance of both Mr. Sriram and Dr. Saranya, attendees were equipped with practical tips, case studies, and best practices to refine their storytelling skills and leverage them effectively in the professional realm. As the session drew to a close, participants departed with a newfound appreciation for the art of storytelling and a renewed sense of purpose in their image-building endeavors.



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**DEPARTMENT OF ENGLISH**  
Resource Person  
**Mr. Sriram R**  
Technical Product Manager  
Space Kidz India

**CAPSULE COURSE – STORY TELLING**  
**EXPERT TALK**  
"THE ART OF PERSUASIVE STORY TELLING"

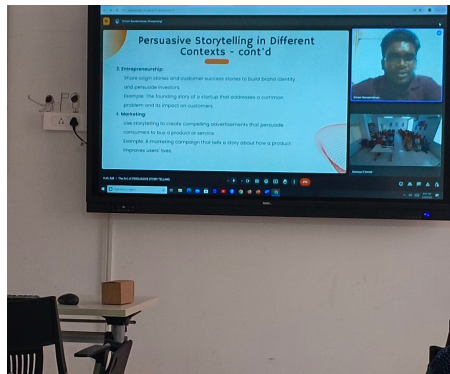
22.05.2024  
09.00 AM TO 10.00 AM  
CAC HALL

LINK:  
[link:https://meet.google.com/api-pyoj-xjk](https://meet.google.com/api-pyoj-xjk)

CONVENDOR: Dr. T. Jayasudha, Head of English  
COORDINATOR: Dr. Saranya R. AP(ESL), English

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