

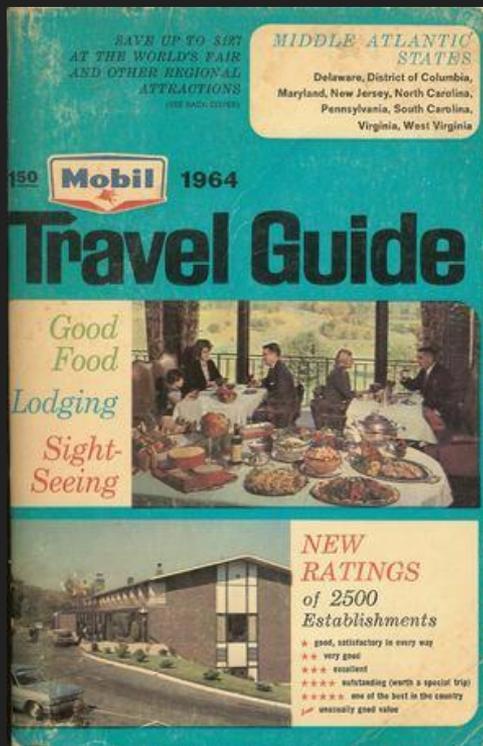
The Work of Story In Travel and Tourism

**Joe Lambert
StoryCenter**

**Louisiana Rural Tourism/ Byways Conference
Natchitoches, LA
May 9, 2022**



Growing up in Texas



The Making of Memories



Garden Room, Fairmont Hotel, San Francisco
Future of Memories Workshop, March 2012

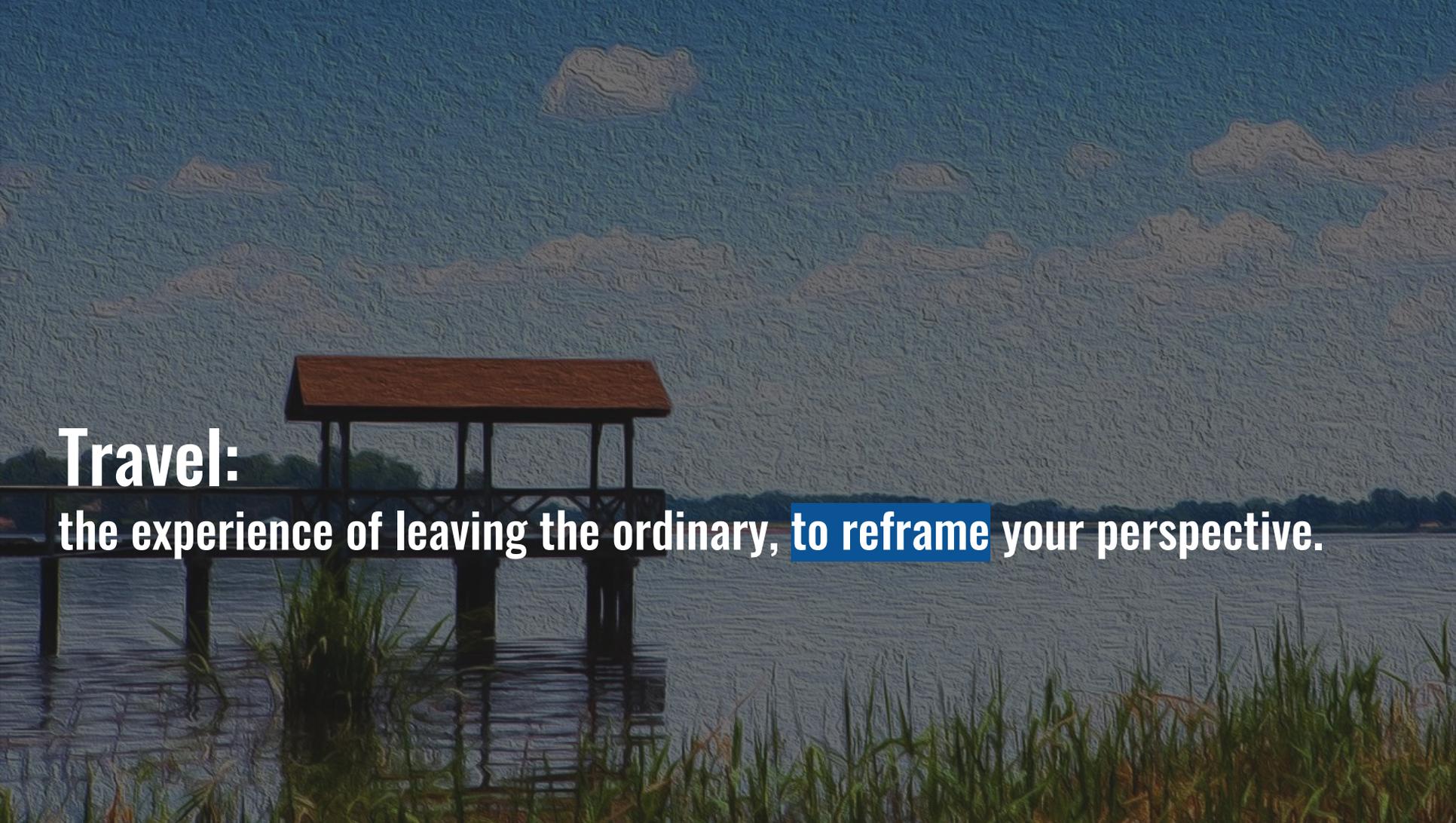


Founding of the UN, 1945

Memory and Experience

- Breaking the ordinary maps a deeper groove in our gray matter
- Each reflection on a unique experience, sustains the memory
- Creating a formal reflection, writing in your diary, making a scrapbook, or creating a formal creative project, instills the value/meaning into the experience, transforming your perspective.

**Listening to and Sharing Stories
Changes Your Life**



Travel:

the experience of leaving the ordinary, to reframe your perspective.

A wooden gazebo with a flat roof stands on a wooden pier extending into a calm lake. In the foreground, there are tall green reeds. The sky is a deep blue with scattered, light-colored clouds. The overall scene is peaceful and scenic.

Story work:

the use of stories and storytelling as a **form of inquiry** toward personal and social transformation.

Stories tell us, until we can tell the story.

In our lives, we work through periods of being stuck. Emotionally, intellectually, physically.

Where what we have known to be enough; enough wisdom and maturity, enough ability to understand ourselves and our relationship to others and the world, enough balance between mind and body, no longer seems to serve us. We need a new plateau of understanding to serve our evolving self..

If we are lucky we find ourselves at a precise moment where we can be supported to re-frame and claim new versions of the stories that have shaped us. These stories that we were subject to, become a thing to hold up and reflect upon, become object. We are ready for a new set of challenges/learning as our lives cycle upward toward greater flourishing.

A travel experience, reflected upon deeply...

Can shift our way of being, can make us whole again.



Waiting

Nick Slie

<https://www.youtube.com/watch?v=0QWB2IJ4MQ4>

Storytelling

An inside out approach

1. **Owning your insight - Why this version for this story now**
2. **Be Aware of the Stakes - Emotion and Connection**
3. **SceneMaking - Establishing, Medium, Close Up**
4. **Working with Your Visuals**
5. **Performance matters**
6. **Creating atmosphere with music and ambient sound**
7. **Don't overthink your audience - more personal, more universal**
- 8.

Education Abroad Examples from our collection

The New Norway - by Kari Pederson Behrends

<https://www.youtube.com/watch?v=LquNwBfDxYg>

Bits and Pieces - by Sue Wallingford

<https://www.youtube.com/watch?v=8s04rn-8ZJs>

American Dreams - by Sasha Milonova

<https://www.youtube.com/watch?v=Wlu05LC1V9Q>

Experiment - by William Palmieri

<https://www.youtube.com/watch?v=YQff0nBmZwM>

Facilitating Story Work as a Travel Educator - DIY DST Approach

- **6 hour one day, or 4 2 hour sessions**
- **Agenda**
 - **Call to Action - Overview and Examples**
 - **Story Sharing and Feedback**
 - **1-2 hour photo/video safari (or integrate into tour)**
 - **Write 250 word count script and record**
 - **Edit**
 - **Share**
- **Skills Needed**
 - **Basic familiarity with Mobile Device Photo/Video/Audio Production & Editing**
 - **Great Bedside Manner in supporting creative process**
 - **Firm but friendly coaching to stay on schedule**
 - **Love every participant like they were your family**

Facilitating Story Work as a Travel Educator - Five P's

- **Planning**

- Have pre-workshop with great design examples
- Discuss appropriate production approach - journalistic, travelogue, diaristic/personal

- **Prompting**

- Come up with creative themes and easy to remember prompts or templates
- Encourage first take writing and recording

- **Playing**

- Invite the exploration of narrative and abstract visuals
- Encourage record ambient sound

- **Producing**

- Use basic slideshow approach or use easy-to-use video editor/[WeVideo.com](https://www.wetvideo.com)
- Consider using outside editor to assemble

- **Projecting**

- Balance the need to celebrate individual effort, with local screening with wanting to promote via web or other broad distribution.

Thank You for Your Attention

Joe Lambert

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Iphones, Androids and GoPros: **How to create stories-in-motion on tour**

Afternoon Workshop with
Joe Lambert
StoryCenter

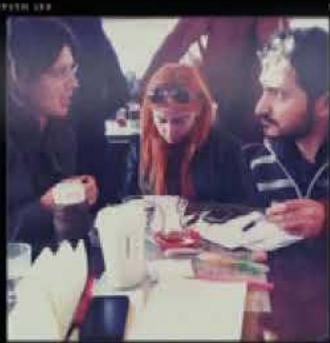


The Steps

- Quick Overview
- Write Into Our Template
- Spend 15 minutes taking four photos/short videos (10 secs only)
 - Capture Something That Shows a Transition or Border
 - Capture Something As That Has Been Around (more than 20yrs)
 - Capture Something That Feels New and Bold
 - Capture Something That Surprises
- Return and Order Images and Send to Joe OR
- Try and edit using wevideo for iphone/android app
- We'll Share Examples at the end

Or I'll give you another idea.....

iPhone/iOS Story 2011-2014



London & Barcelona 2012



Istanbul 2011



- New Orleans, 2013
- Washington D.C., 2013
- Columbus, Ohio, 2013
- San Francisco, 2013
- Berkeley, 2013 - 2014



Explora las Historias Digitales en el iPhone/iPod Touch Barcelona, Cataluña (España)

De sábado a lunes
Del 24 al 26 de marzo de 2012

Paris 2014



Improvising A Story

Lessons from the iPhone Story Project

1. Fixed Time Limit
2. Template Writing or Free Write
3. Have words in mind as you take images
4. Don't overthink it



Louisiana Rural Tourism Conference - May 2022

How I've Changed (Template)

<https://tinyurl.com/howchange>

When I was (go back 10 years or more and choose an age), I lived in (name the place/street/city/conceptual place).

I hadn't yet chosen (name something you decided in that period that shifted your life - job/mate/children/conceptual idea).

I hadn't yet known (name a life lesson or value that you learned in the last 20 years).

Five years ago, I saw myself as (name three roles you had at that point in your life)

And I felt I needed to (name 3 responsibilities related to those roles), because (name a central reason for your attitude)

But I have changed. Now I feel (name two dominant emotions) and I hope for (name one goal you have for yourself/your world).

I believe (name some concept you now hold as an essential truth about yourself in relationship to the world, or those around you).

Me Here, Me There (Template)

<https://tinyurl.com/howchange>

I came here (name the place/town/neighborhood). I needed a change.

Where I'm from, I (name something you do or role you play in your normal life).

But when I'm here I get to (name something you get to do or be).

When I'm there I (name three responsibilities you carry as burdens)

But when I'm here (name 3 things you enjoy doing when travelling).

I'm still me, here or there.

But I sure like (name a reason for wanting those travel experiences)

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