



European Academy  
of Innovation

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[www.erasmus-training.eu](http://www.erasmus-training.eu)

## **The Power of Storytelling**

### Preliminary Training Plan

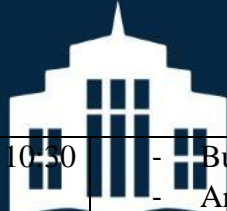
#### **Day 1 – Introduction to Storytelling**

09:00 – 10:30	<ul style="list-style-type: none"><li>- Presentation of the trainer</li><li>- Presentation of the participants</li><li>- Expectations</li><li>- Presentation of the training program</li><li>- Administrative aspects</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- Presentation of the universities of the participants</li></ul>
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Types of Stories and Their Purposes</li><li>- Elements of Storytelling</li><li>- Why Stories Matter</li></ul>

\*Evening recommendation: Movie night @ Iulius Town

#### **Day 2 – Crafting a Story**

\*Evening recommendation: Visit Fabric District



09:00 – 10:30	- Building Memorable Characters - Archetypes
10:30-10:45	International Coffee Break
10:45-12:15	- Story Structures - Plot Development and story arcs
12:15-13:00	European Academy of Innovation
13:00-15:00	- The Role of the Narrator - Techniques of Effective Narration (Voice Modulation, Pacing, Expression)

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### Day 3 – Cultural Immersion Day

*First 10.000 steps*

- 10.00 – Meet & Greet your guide
- 10.00 – 12.45 Walking City Tour #1 (700 Market, Jewish Quarter, Liberty Square, St. George Square, Union Square)
- 12.45 – 13.45 **Museum of The Revolution**

*14.00 – 15.30 Lunch at the Bastion*

*Next 5.000 steps*

- 15.30 – 17.10 **Arts Museum**
- 17.10 – 18.20 Walking City Tour #2 (Victory Square, the Metropolitan Cathedral, St. Mary Square)
- 18.20 – 18.50 **Communist Consumer Museum**
- 18.50 – 19.00 – Tram ride to Liberty Square
- 19.00 - Dinner

### Day 4 – Interactive Storytelling

09:00 – 10:30	- Creating Interactive Story Elements (Branching narratives, audience choices) - Engaging the Audience
10:30-10:45	Break
10:45-12:15	- Crafting Branching Narratives: Creating Decision Points - Character and Plot Development in an Interactive Framework
12:15-13:00	Lunch Break
13:00-15:00	- Introduction to Various Tools for Creating Interactive Stories (such as Twine, Inklewriter)

\*Evening recommendation: Symphonic Concert @ Filarmonica Banatul, 7 pm

### Day 5 – Digital Narratives

\*Evening recommendation: Opening of the exhibition "At the edge of the world" @ Art Encounters, 7 pm



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09:00 – 10:30	- The online storytelling strategy: Strategy Structure, particularities, audiences, AI support
10:30-10:45	Break
10:45-12:15	- Influencing the story: user interaction, user generated content, building interaction points (call to action, questions)
12:15-13:00	Lunch Break
13:00-15:00	- Developing the storytelling strategy - Storytelling on Social Media, Blogs, Podcasts - Transmedia storytelling - Feedback Session & Graduation

**Don't miss:**

- the Museum of the Communist Consumer
- the Arts Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius Town
- Opera night

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**The training plan is subject to change based on the needs and expectations of the participants.**

**The social activities recommended for each day are optional and will be updated one week before the start of the training.**