



YOUR VISUAL STORY

August 16, 2018

Stephanie Alaimo
Brand Research Director
Ignyte

Dear Stephanie,

Thank you again for our recent conversation and a good briefing on your fascinating on your fascinating Ethnographic and Qualitative Research work at Ignyte. Based on this information, we are looking forward to exploring new practices to help you **significantly differentiate** your services by presenting results from your interviews, ethnographic films, focus groups and other qualitative research to your clients, using the **power of Visual Storytelling**.

VISUAL STORYTELLING INSTITUTE (VSI)

VSI is the only think tank in the world dedicated to Visual Storytelling in the context of marketing, offering private consulting, academic programs and thought leadership. Typically, these are structured around VSI's 9-step signature framework and supporting digital workbook. Our main differentiation is about creating your visual storytelling experience using our **signature narrative framework** that's anchored on **high-end artistic visuals**.

DISCOVERY WORKSHOP - SCOPE

As we discussed, actual content of your workshop will be tailored, based on the **Pre-Workshop survey** and **VSI's 9-step signature framework**. The workshop can be delivered online or in-person with additional travel costs.

Typical agenda follows these outlines:

1. Recap on your **Backstory and Objectives**.
2. **Story Making**: Brand Story SWOT – how far are we now, what needs work.
3. **Story Visualizing**: quick look on your visual formats, mini-stories harvesting, identifying artistic approach and production process.
4. **Story Telling Checklist**: reviewing your delivery channels, content planning process and metrics.
5. **Post-Workshop Follow-up Teleconference** within two-weeks: progress check, addressing questions and finalizing next steps and **Action Plan**.



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AFTER THE WORKSHOP

You will have a better understanding on how to refine your Visual Storytelling in the future, which visual formats work best for you and how to go about producing them. At the end of the workshop, we'll also be able to share with you a concrete **Production Proposal** (i.e., **Story Visualizing Plan** covering scripting, shooting and editing your visual pieces) with the help of VSI's **Global Production House**.

PRICING

Total price for this Pre-survey + 2-hour workshop + Follow-up teleconference is **\$490**.

TERMS

- Full payment is due upon signing.
- Fees do not include travel and lodging expenses for in-person workshop, which are billed separately at cost. No expenses will be incurred for online workshop.
- Payments using check or bank wiring can be made to Visual Storytelling Institute LLC. Other payment methods are available, fees may apply.

WIRE TRANSFER INFORMATION

- ACCOUNT NUMBER: 812772056
- RECIPIENT: Att. Shlomo Ron, Visual Storytelling Institute, LLC, 400 NW 26th ST Miami, FL 33127
- RECIPIENT'S BANK: Chase Bank 270 Park Ave New York, NY 10017
- CURRENCY: USD
- DOMESTIC WIRING: ABA ROUTING NUMBER: 021000021

In agreement to the above terms, please sign below:

By

Date:

By

Date: