Hello!

The Indian River Lagoon Brand StoryJam is ready to go! We’ll be spending a day with you in an engaging and iterative creative process set for 10:00 AM to 4:00 PM, on November 7, 2016 at Exploration Tower at Port Canaveral, Address: 670 Dave Nisbet Dr, Cape Canaveral, FL. The process has been designed to help develop insight into how people see the Indian River Lagoon, how it can be best branded for action and the most innovative ways to engage our community and the world. We’ve done this many times before for all types of clients all over the world, and we look forward to working with you to discover the powerful new expression of the Indian River Lagoon story.

IDEAS’ proprietary StoryJam™ system is carefully designed on our end. All we need you to do is; (1) wear comfortable casual clothes that will encourage you to relax and feel at home, (2) leave the outside world alone for a day—yep pretty much a whole day!, (3) be willing to roll up your sleeves and jump into something new and exciting, and (4) do a lot of creative thinking, writing and storytelling! So, leave the ties and heels at home along with your spreadsheets! —all you’ll need is a clear head, a fresh mind, your favorite laptop, and the willingness to play. Oh, and be sure to bring your own unique perspective. The more input and opinions you can bring to the table, the better the stories and creative opportunities that will come from it.

Unlike other kinds of “brainstorming”, our work is based on the fundamentals of story. We’ll be doing a fair amount of writing - individually, and in groups - so come prepared with your laptop (with a USB port—sorry, iPads don’t count!).

Our StoryJam session has been specially designed for this effort and will follow a tested path we’ve used in over 100 implementations across 12 countries. We will spend time working with the key story elements that we’ll use to help make us the most talked about marine estuary in the country—for all the right reasons. We will be taking copious breaks so everyone will have a chance to check messages. However, you really need to detach and unplug from the outside world for the whole day in order to focus on the task at hand! We will end the day by 4:00 pm sharp—guaranteed.

Our work product—an Experience Design Plan—will be completed within a few weeks and will consist of a brand charter and strategic action planning elements as well as design standards and guidelines for deployment and a new website.

A bit about your hosts for the day… IDEAS is an experience design company built on the central premise that powerful stories create powerful experiences. We create brands, customer experiences, communication and training solutions for healthcare, government, enterprise, and entertainment clients worldwide. The team at IDEAS has a rich history of experience in concept development, immersive design, branding, training, media production, and mobile development. For more about IDEAS visit http://ideasorlando.com/

If you need an explanation for yourself (or your boss) to justify the time from your hectic schedule, try this…

“The StoryJam is a collaborative development process engineered to develop a compelling new story and brand strategy for The Indian River Lagoon. During the session, I will thoroughly engage myself in a creative thinking environment with fellow participants. I’m looking forward to working with a group of dynamic and creative experts who have uncovered innovative story-based solutions for some of the most successful projects in the world, and will work (and play) diligently!

There. That ought to do it! See you on October 5th!”
Sincerely,

Bob Allen
Founder and Chief Storytelling Officer
IDEAS