

BRAND STORYTELLING

Unconventional approach to brand
storytelling. The pixar Way.

Disney · PIXAR

Matthew Luhn. Lead Storyteller at Pixar.

The person who applies the Pixar Way on
business and Steve Job's original team member.



**DIVE DEEP WITH MATTHEW
LUHN DURING 3 DAYS**

**GET YOUR QUESTIONS
ANSWERED BY MATTHEW**

**TRADE BEST PRACTICES WITH
OTHER BRAND LEADERS**

**SMALL GROUP, IMMERSIVE
ENVIRONMENT ON NATURE**

MATTHEW LUHN

- Former Lead Storyteller at Pixar (20 years) and Story consultant for brands!
- Began his career as a storyteller on The Simpsons.
- Hired by Steve Jobs to join Pixar's Storyteller team, where he was part of the team that wrote, drew and created stories such as Toy Story, Nemo, Ratatouille, Monsters Inc., UP, Cars, and others.
- Supports Brand and Product Storytelling for fortune 500 companies.
- Spent 5 years with Adidas leadership team providing help and advice during their rebranding process.
- Professor of Storytelling at Vanarts University.
- Today's works with the following companies: Netflix, Nike, Coca-Cola, Salesforce, Lego, Microsoft, Meta and Google.

01 October

17:00

Meet & Greet. Matthew moderates a session where the audience presents their company, struggles and convictions.

02 October

09:00 - 11:00

Lecture: Story for business: Behind Pixar stories and why they are meaningful. The five takeaways for a great story: HOOK, CHANGE, CONNECTIVITY, AUTHENTICITY, STRUCTURE.

11:15 - 12:00

Lecture: How Adidas rebranded and changed their story. Company story and purpose.

12:00 - 13:00

Case Study: Does your company use the Story Spine?

14:00 - 15:30

Lecture: Metaphors in storytelling. **Case Study:** How Splunk Data Company communicate dry or analytical information.

15:30 - 16:30

Audience Participation: Create three different metaphors to reach three different groups of people that communicate the same topic.

16:45 - 17:40

Lecture: Unconventional approach to Visual Storytelling. **Case Study:** How Wente Vineyards and Pangaia Clothing used it to differentiate themselves.

17:40 - 18:30

Audience Participation: Audience shares with Matthew photos of their products, shops, or website and Matthew give them a "visual storytelling" critique. Groups can work after the session and have Mathew revisiting the material.

03 October

09:00 - 10:45

Lecture: Inspiring creativity in the workplace: The Pixar creative process, how to develop and iterate new ideas

11:00 - 13:00

Audience Participation: Attendees will create a short story the Pixar Way. They will also create an idea and story around a new company or product the Pixar Way.

14:00 - 15:00

Lecture: Bringing the fun to business: How humor can boost likability, inspire creativity, and connect with your team and clients. **Case Study:** Benefit Cosmetics

14:00 - 15:00

Lecture: Metaphors in storytelling. **Case Study:** How Splunk Data Company communicate dry or analytical information.

15:00 - 16:30

Audience Participation: Attendees will recall and write three humorous moments to boost likability, inspire creativity, and connect with teams and clients.

17:00 - 17:40

Lecture: Pitching like Steve Jobs: How to give a successful pitch or presentation using story, character, and theme.

Case Study: The pitch process at Netflix and Mathew experience with Steve Jobs's Presentations.

17:40 - 18:00

Closing Session: Review and discussion of what's been learned, and how to build and maintain momentum.

Package

Pre-set masterclass materials + 3-day training + capstone meeting

3 Day Training with Matthew Luhn

Full of Matthew perspectives, case-studies and free Q&A.

+ Brand Storytelling Manual

Take notes directly on Matthew's exclusive templates and frameworks, and share it with your team.

+ Meet & Greet with Matthew Luhn

Get to know Matthew and other participants.

The networking effect starts here.

+ Backyard Grill Experience

Conversation meet fun. With a hilarious comedian-magician and premium meat cuts, restore all your energy for the second day.

+ Lunch, dinner and coffee-breaks

We have options for you. Vegan. Non-gluten. Non-lactose.

Our personal chef will take care of your nutrition and health.

+ Hotel Included (2 nights)

Plan nothing. Let us take care of operational burdens so you can chill and focus on the masterclass.

+ Signed Certificate

The certificate have your personal name to be able to verify its authenticity, signed by Matthew..

01-03
October 2024

Our Quinta,
Malveira

2950€
+VAT

Join Insiders to request a invitation-only.

Request Invitation



Catarina Barradas
Brand Director EDP

It was two enriched days of shared knowledge and interaction with an exceptional instructor.



Sofia Alves
Head of P. Experience - Outsystems

I brought tools and ideas to myself, my team and my company.



João Machado
Head of Marketing - GALP


Excellent program content, networking and event organization.

CLIENTS FROM PREVIOUS EDITIONS



FARFETCH

NESPRESSO

 **outsystems**

NOVABASE



**Jerónimo
Martins**

gato preto