Thank you for helping us connect local kids to inspiring literacy programs. Your support helps to enrich lives and create lifelong readers.

Great tales never grow old.
Address: c/o BLR-LLP, P.O. Box 1521, 2D Main St N, Unit 4, Hamilton, ON, L0R 2H0
Telling Tales is a Canadian registered charitable not-for-profit, #72526 0897 RR0001

BRAINSTORMING

TELLING TALES (www.tellingtales.org)

TELLING TALES FESTIVAL 2024
Royal Botanical Gardens | Hendrie Park
September 21 & 22, 2024

JANUARY 29, 2025
SUBMISSION | PROF. JULIE LYCHAK | PR & CORPORATE COMMUNICATIONS
Curated by Giselle Pretto | 000929540 | McKeil School of Business and Creative Industries

Brainstorming with Marian(O) and Luis(R)

A REPORT (Brainstorming session | 30 January, 2025)

TELLING TALES c/o BLR-LLP | P.O. Box 1521 20 Main St N, Unit 4 | Hamilton, ON L0R 2H0
Charitable Registration #72523 0897 RR0001 | tellingtales.org | ◯◯◯◯◯◯ @TellingTalesOrg

Background | Context

My summarized report is underpinned by research and brainstorming (9am-10am | Jan 30, 2025, facilitated by Giselle).

Key Stakeholder/Client: Heather Kanabe, Executive Director, heather@tellingtales.org

Primary & Secondary Research incorporated:

1. Desktop research: Telling Tales website, Social Media channels+ myCanvas team-sites.
2. Special Mention: Telling Tales Annual Report > strategic plan for the next 3-5 years.
3. Debrief and follow-up conversation with Chloe Sincerbox (Team Leader: semester 1).
4. Exploratory sessions and (kick off team meeting) with Marian Othman and Luis Ruiz.

Snapshot of Why #TellingTalesOrg is an integral part of more than >

@TellingTalesOrg Vision: To inspire a love of reading and improve literacy in children and youth.

@TellingTalesOrg Mission: To deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities.

PLANNING FOR THE FUTURE:
Beginning in 2024 we begin research projects and visioning to ensure we inspire real change in the Telling Tales community for the next 15 years!

1 Three year Strategic Plan with Bridget MacIntosh–former City of Hamilton Tourism manager and arts festival director

2 EDIB 360 Review and Operational Plan to promote equity, diversity, inclusion, and belonging for Telling Tales audiences guided by Evenings & Weekends Consulting

3 Rebranding to ensure that children of all ages feel welcome

4 Inclusive Tales: Research Project partnered with a professional Occupational Therapist to revolutionize Telling Tales programming and promote accessibility for all families

Final Summary of Themes and Preferences

1. **Read, Create, Innovate** > Best for next-gen literacy and technology integration.

2. **Community Voices: 15 Years of Storytelling & Beyond** > Best for celebrating storytelling heritage and diversity.

3. **Stories Without Barriers** > Best for promoting accessibility and inclusivity.

   Each theme is fully aligned with **@TellingTalesOrg's** long-term vision, and their branding can be adapted for a cohesive and impactful experience.

Theme 1: Read. Create. Innovate...

Purpose: My proposed "theme" aims to...

1. Revolutionise storytelling by integrating books with cutting-edge technology such as augmented reality (AR), virtual reality (VR), and AI-driven literacy tools. This aligns with Telling Tales Org's mission to inspire a love for reading while ensuring literary engagement evolves with future generations.
2. Promote accessibility and inclusive literacy experiences, ensuring that children and families with diverse needs can participate in storytelling without barriers. This aligns with Telling Tales' strategic goal of Diversity, Equity, and Inclusion (DEI) and long-term research investments for the next 15 years.

My best "Yes and..." (suggestion/consideration)

Yes, and we can develop an interactive and inclusive storytelling app that brings books to life through AR/VR/AI, allowing children/youth to see characters move and engage with the story in real-time.

My favourite "Yes and..." (suggestion/consideration)

Yes, and we can host a **'StoryTech Lab'** where children/youth/OT/Carers can co-create digital books using AI-generated illustrations and voice narration.

d. Of our short list of 3 recommendations for themes, I prefer...#Read. Create. Innovate...

Why?

- **Best links to the purpose:** This theme ensures that literacy elevates immersive engagement, remains inclusive and digitally relevant in our next gen world while prioritising Telling Tales Org's core research investments, strategic 3-year plan, underpinned by its overarching vision and mission.

- **Compatibility (virtually & in-person):** The event can be online/hybrid, with VR reading zones at hybrid venues AR-powered storytelling available for virtual guests/audiences.

- **Consistency in branding and colour scheme:** A futuristic, contemporary, and vibrant colour palette of 50 shades of greens, purples, neon blues, oranges and reds can highlight creativity and innovation.

Branding Elements

- **Tickets & Programs:** Digital QR-coded tickets leading to an interactive event guide.

- **Uniforms:** Tech-inspired designs with digital storytelling and brand creatives (gen alpha).

- **Décor:** LED-lit storytelling zones, mood-lighting projection walls+ mobile-first devices.

- **Posters & Merchandise:** Digital screens showcasing hyper-personalized UGC-generated book covers, augmented by AI embracing futuristic storytelling design and key messages.