



ONLINE TRAINING

# Introduction to Cultural Storytelling: Tools and Best Practices

*Or: How to create and promote your first Mobile Guided Tour*



Jewish Heritage Network (JHN), The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) and izi.TRAVEL are announcing **an intensive summer training on developing self-guided audio tours**. This practical, result-oriented course is intended for Jewish heritage practitioners, independent guides, teachers, curators and tourism operators. It will consist of 5 online sessions, each 1.5 hours long, and be delivered by top experts in the field.

The training is developed and offered under the auspices of the project **J-Story/Jewish History Tours** funded by the European Commission and coordinated by JHN. While project partners are the main target audience, others are most welcome to participate. Registration is required. As part of the training participants will be encouraged to develop their own tours and present them to fellow participants and instructors. The best tours will be presented at the final session and promoted by the project.



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**The course will take place via 5 Zoom sessions on consecutive Thursdays starting July 22 and ending August 19, 2021.**



## Program



The course will cover four core topics of self-guided tour development and promotion delivered by **Egor Yakovlev**, Co-Founder of izi.TRAVEL. In addition, each session will feature a guest speaker presenting a relevant, innovative example of touristic experience or technology, or a complementary subject.

### SESSION 1

July 22, 16:00 - 17:30 CET

#### CORE: WHAT IS AN OUTDOOR SELF-GUIDED TOUR AND HOW TO CREATE ONE?

We start with a general introduction into different kinds of self-guided tours and the experience they create, organisational aspects of developing audio-guides, content ownership, various platforms and apps for audio-guides and their respective advantages and disadvantages. We continue with practical steps about how to plan the development of the tour, write optimally timed stories to fit between points of interest and navigate along the tour line. We conclude with creating our first guided tour and uploading it into the tour editor and CMS.



#### GUEST SPEAKER: VIRTUAL 360 TOURS

Virtual 360 Tours are a new kind of touristic online experience that will make your head spin. This advanced technology is taking a big step towards creation of a realistic touring experience. **Shai Nahon** from Shai Tours (Israel) will tell us how he used 360 Tours to re-invent his touristic business during the pandemic.

### SESSION 2

July 29, 16:00 - 17:30 CET

#### CORE: HOW TO TELL A STORY?

Storytelling is an art and skill which is at the heart of tour creation. In this session we touch on psychological aspects of listening to audio content and discuss the main techniques of storytelling. We look at inspiring examples of audio tours and at what makes them so special.



#### GUEST SPEAKER: STORYTELLING AND JEWISH HISTORY

**Shalom Boguslavsky** is a Jerusalem-based historian, blogger, social activist, and tour guide. He writes, lectures and organizes tours on Jewish history in Europe with a focus on geopolitics. In this talk Shalom will share some of his tips on engaging storytelling across places of Jewish history.



**SESSION 3** Aug 5, 16:00 - 17:30 CET

**CORE: HOW TO RECORD AND EDIT AUDIO FOR A TOUR?**

In this session we cover different techniques of audio recording, the difference between professional studio recording and recording on the go, and whether a professional voiceover actor is always needed. We talk about how not to be afraid of a mic, not let minor slips ruin your day and make good recordings at home or in the office. Further, we look at simple techniques of editing audio: noise removal, correction of voice level and speech errors and adding effects.

**SESSION 4** Aug 12, 16:00 - 17:30 CET

**CORE: MARKETING AND PROMOTION**

Having created an amazing tour, people may still not know about it if it is not promoted and advertised. In this session we discuss how to promote the tour to your visitors, colleagues and stakeholders. We look at concrete examples of how promotion of a tour can increase the visitorship of an historical site or museum. We discuss the most effective promotion means and partnerships.

**SESSION 5** Aug 19, 16:00 - 17:30 CET

**FINAL SESSION**

In the discussion panel Cultural Storytelling as the Future of Tourism leaders and visionaries in the field of cultural tourism will share their ideas on how storytelling may evolve and shape the business and experience of tourism in the coming years.

**In the Tour Competition participants will present the tours created.**



**GUEST SPEAKER: PRODUCING CAR TRAVEL EXPERIENCES**

Pre-packaged car travel experiences are increasingly becoming popular in the age of personalised travel. Able to cover large regions they seem especially suitable for Jewish cultural tourism. **Kirill Khomko**, Co-Founder and Chief Content Officer at Road. Travel will share with us his advice on how to successfully create this kind of touristic experiences.



**GUEST SPEAKER: WHAT USER STATISTICS TELL US ABOUT THE BEST TOURING EXPERIENCE?**

**Christina Ntaltagianni** from Clio Muse Tours will use the qualitative and quantitative evaluations that the company has been conducting in recent years to describe the 'ideal' touring experience: what is the best length of a tour? Number of stops? Number of stories?

**PARTICIPANTS:**



**Alex Tourski**  
izi.TRAVEL



**Daphne Tsevreni**  
Clio Muse Tours



**Industry Expert**  
To be announced