

# Storytelling as a Major Communication Tool

with speaker Gail de Vos

**When:** Wednesday,  
March 26th, 7:00pm

**Where:** Helen Creighton  
Room, Alderney Gate  
Library, 60 Alderney Dr.,  
Dartmouth

**Cost:** CLA Members &  
Students \$10 /  
Non-members \$15

Light refreshments  
provided.

**A good story can do more than just entertain; it can help spread your message more effectively than most traditional communication tools.**

In today's busy and competitive world it's more important than ever, and perhaps more difficult as well, to grab peoples' attention and engage them. Storytelling offers a refreshing way of doing exactly that by combining the motivating power of story with the convincing power of well-presented information.

In this session, you'll learn to use storytelling as a powerful agent of change, whether you work in a traditional library or in a more specialized information environment. With a compelling story, you can entice your audience and redefine the role and value of your organization in the minds of decision-makers.

Gail de Vos, Adjunct Professor at University of Alberta's School of Library and Information Studies, is a professional storyteller and author of 7 books on storytelling.

Register by sending your name and membership/student status by March 20th to [vanideal@gov.ns.ca](mailto:vanideal@gov.ns.ca). Payment by cash or cheque will be taken at the door. If you have any questions about this event, please contact Anne at (902) 424-2078.