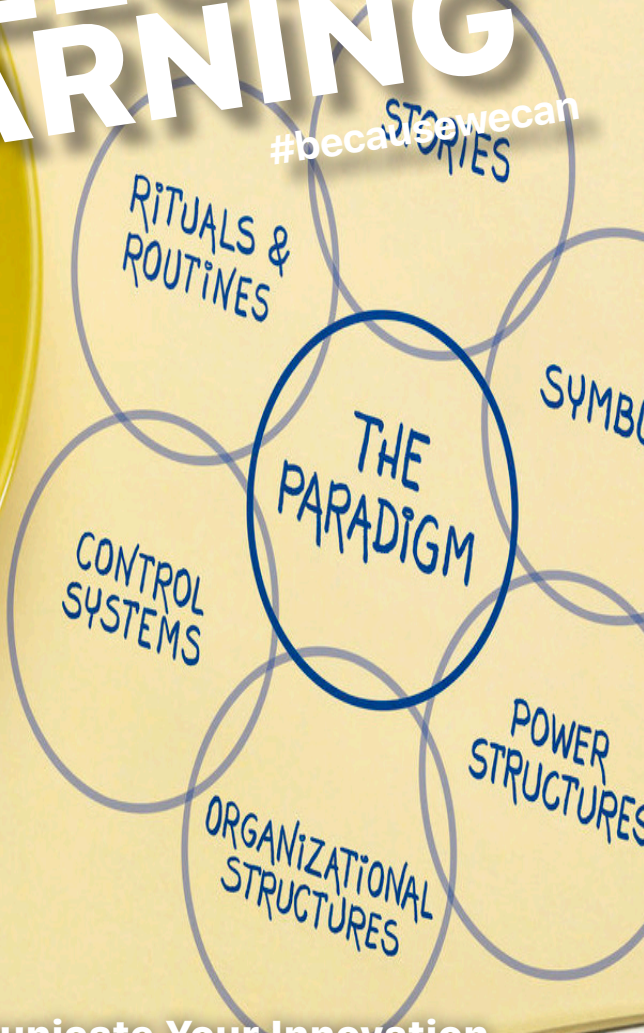


nanyang polytechnic

LIFELONG LEARNING

#becauseweCAN
STORIES



Communicate Your Innovation Story through Story Mapping



What will you learn?

This one-day course will harness the use of online software and e-templates to create story maps for interactive media and effective business message design in the following areas:

- Use story mapping to discover tangible value in innovative products and services
- Use story mapping tools to create a pathway for creating powerful customer or user-focused stories
- Create a story map to tell your company's or your personal innovation story for a proposal or pitch!

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Facilitated Classroom Discussion**

Who should attend?

Entrepreneurs, Marketing and Business Development Executives and Trainers seeking to deepen or broaden their skills in this area.

How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$278.20
SC <40yrs old (after funding)	\$83.46
PR (after funding)	\$83.46
SC ≥40yrs old (after funding)	\$31.46
SC employed by SME (after funding)	\$31.46

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit MySkillsFuture Portal (www.skillsfuture.sg) to view the courses available and access your SkillsFuture Credit. Fees are inclusive of GST. Terms and conditions apply.

Apply Now



www.nyp.edu.sg/schools/sbm/lifelong-learning.html?id=skillsfuture-shortcourses

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