Introduction
Great stories are immersive. They pull you in, make you feel like you are part of the action, and stick with you long after you hear them. Creating an immersive experience for utility leaders is a great way to introduce the pillars of energy efficiency and related messaging architecture and to inspire storytelling around it. Here are some tips to help you get started.

Traditional Experience

Choose a venue. Pick a spot that gets people out of their normal, day-to-day routines. Get offsite if you can or choose a conference room on a different floor or in a different building.

Set up the space. Ensure you have access to audiovisual and technology capabilities such as Internet access, screen sharing, and video projection.

Use the EPA storytelling toolkit assets. From the messaging architecture and talking points to the videos, action planning worksheets, and stories from the story library, the more elements you use, the more immersive the experience.

Start with an icebreaker. Asking everyone to respond to a question to open your workshop is an effective way to get creative juices flowing. Example: What is your earliest memory of a story?

Present the content. Take attendees through the pillars of energy efficiency and messaging architecture using the Communicating the Value of Energy Efficiency Presentation as a starting point.

Play the videos. The three key value propositions come to life through a combination of photography, footage, and keywords in the Pillar Videos.

Brainstorm individually. Ask attendees to spend a little time thinking about stories they could tell and jotting down their ideas.

Practice storytelling. Invite attendees in turn to practice telling a story to the rest of the group.

Hand out takeaways. Printed handouts provide a recap of the material covered in the workshop and provide the website for accessing available resources—energystar.gov/eestorytelling.

Full Immersion Experience
If you have the flexibility to consider a more involved immersive experience, try the following modifications to produce an even more memorable experience.

Choose a venue. When choosing a venue, look for options that can have three distinct, enclosed areas, such as three separate conference rooms or meeting spaces.
Set up the space. Tap your creative communications or marketing team to help you think about decorations and room props that fit each of the three value pillars, or the elements of those pillars you most want to focus on. Use gel lighting to evoke a feeling and match the pillar colors.

Prop Examples

<table>
<thead>
<tr>
<th>Enabler of Growth</th>
<th>Mitigator of Risk</th>
<th>Protector of the Public Good</th>
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<tbody>
<tr>
<td>• Fake money</td>
<td>• Model grid</td>
<td>• Small model houses</td>
</tr>
<tr>
<td>• Hammers/toolbelts</td>
<td>• Model electric vehicle</td>
<td>• Toys</td>
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<tr>
<td>• Electric meters</td>
<td>• Mini solar panels</td>
<td>• Blankets</td>
</tr>
<tr>
<td>• Open for Business sign</td>
<td>• Umbrellas/raincoat</td>
<td>• Plants</td>
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Start with an icebreaker. Before getting started with the icebreaker, let the group wander around the space, thoroughly taking in the experience and noticing the elements included. Consider having them jot down questions about what they see.

Engage a room guide or ambassador for each space. The job of this person will be to curate the experience, perhaps by saying a few words to introduce the videos and lead the discussion.

Practice storytelling. Take practice to the next level by doing so on camera. This could entail having a separate space or room set up with a green screen, video camera, and recording equipment, as well as a media coach offering tips for success.

Photographs of three themed rooms designed to invoke the feeling of each value pillar.

Remember to thank attendees for participating and encourage them to submit their best energy efficiency stories to EPA to add to the story library. energystar.gov/eestorytelling