

# SUMMER STORYTELLING

## STORIES



## Context



The employer brands that differentiate themselves are the ones that consistently share engaging content.

The need to share great content increases when you're trying to connect with a generation of digital natives — internship candidates.



## The Problem



Great content comes from great stories, and uncovering great stories is difficult.

Especially when your team is already as resource-strapped as it is.



**SOLUTION**

# Stories Inc.



Stories Inc. will conduct interviews with your company's 2018 summer interns to **uncover stories** that shed light on what makes it a great place for an internship.

Drawing on those interviews, Stories Inc. will create **engaging content** on-demand (video, social graphics, and blog posts) for you to distribute through your employer brand and university recruiting channels.

# Story Discovery



**Kickoff:** You will identify 8-20 interns working on interesting projects at one (or more) of your locations to fill out an interview slate.

**Execution:** A team of three Stories Inc. team members — interviewer, videographer, photographer — will spend one or two days on location, conducting filmed interviews, shooting b-roll, and taking photos of your interns on the interview slate and as many others as will fit in the remainder of the schedule.

The goal of the interviews? Uncover powerful stories.

# Immediate Deliverables

Stories Inc. will transcribe the interviews, cull through and highlight all uncovered stories, and make the highlighted transcriptions available to you for your immediate use.

Stories Inc. will also provide all photos in a digital library.



Photo from a project Stories Inc. did one summer with Dell's interns. [Click to read the full case study.](#)

# Content Creation

Stories Inc. will suggest stories that would make for great blog posts, social graphics, and videos.

With no commitment upfront, you can engage Stories Inc. to create individual pieces of content on an à la carte basis.



This video is about Dell's open door policy for interns, featuring a variety of Dell storytellers



# Content in Action



VIDEO SHOWCASING PURPOSEFUL  
INTERNSHIPS AT PFIZER

## Women Interns in STEM Fields Thrive at Dell

Chelsea Rigney · March 8, 2017

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From the interview process to the internship work experience, women in science, technology, engineering and math (STEM) at Dell are supported wholeheartedly — not only on this International Women's Day, but every day.



### Different from the Start

Lorena Milio, a double major in finance and chemistry, noted how thoughtful Dell as a company was from the time she met a senior vice president at a recruiting event. She noticed how vivacious the SVP was, and that all the people at the Dell table were friendly and welcoming. She found that to continue throughout the interviewing process, a welcome change from other companies with which she'd interviewed.

"When I went to interview, people wanted to get to know you and not just grill you for 30 minutes," Milio said. "A lot of the other interviews that I did were very technical and that's all that the focus was on. But with Dell, it was very different. It was more of a conversation."

While the interview did include technical discussion, interviewers focused on getting to know Milio holistically, not just as a finance or chemistry student.



INSTAGRAM GRAPHIC VIDEO

# WE WOULD LOVE TO WORK WITH YOU



**Thank you for this opportunity to share our project vision and work with you. Please contact Bernadette Launi with any questions ([Bernadette@StoriesIncorporated.com](mailto:Bernadette@StoriesIncorporated.com)).**