

Storytelling or Story Selling: Unmasking the Truth Around Differentiation

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Presenters

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St. Edward's University (TX)

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Siena College (NY)

Chair

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Reed College (OR)

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Themes to Discuss

- Balancing Authenticity and Aspiration
- Promoting Academic Programs: How and What of Storytelling
- Brand “Ambassadorship” That Goes Beyond Communications Team

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General Questions

To ask questions, please scan the QR code below or go to [menti.com](https://www.menti.com) and enter code 3300 9103



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General Questions Results

<https://www.mentimeter.com/app/presentation/alx4oyb9tud7ajk511ixu9okiq5vqiuy>

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Poll Question 1

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Poll Question 1 Results

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Poll Question 2

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Poll Question 2 Results

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Poll Question 3

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Poll Question 3 Results

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