

**NO MATTER
WHAT YOU DO,
YOUR JOB IS A
STORY TO
TELL!**



**LET'S GET
TO KNOW
EACH
OTHER**



THIS IS ME



Chief stretegist
#polysovaros

2
THINGS **MORE**
ABOUT ME!

I LOVE TELLING STORIES:)

I LOVE CREATING

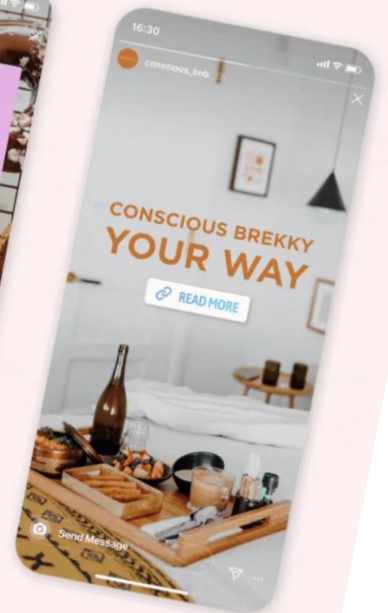
#STORIES

An open book with a dark cover is shown from a top-down perspective. The pages are filled with text, which is mostly out of focus. Overlaid on the center of the book is a large, bold, sans-serif text. The text is arranged in five lines, with the first four lines in yellow and the final line in red. The background is a dark, solid color.

**WE'VE BEEN TELLING STORIES
IN CLASSROOMS
IN CHURCHES, COFFEE SHOPS,
ON STAGES
FOR CENTURIES**



**2000 YEARS
LATER**



STORIES HAVE HEROES




hero

A close-up photograph of a white chess pawn on a chessboard. The pawn is in sharp focus in the foreground, while other chess pieces are blurred in the background. The text "STORIES HAVE VILLAINS" is overlaid in yellow on the left side of the image.

**STORIES HAVE
VILLAINS**

HATERS

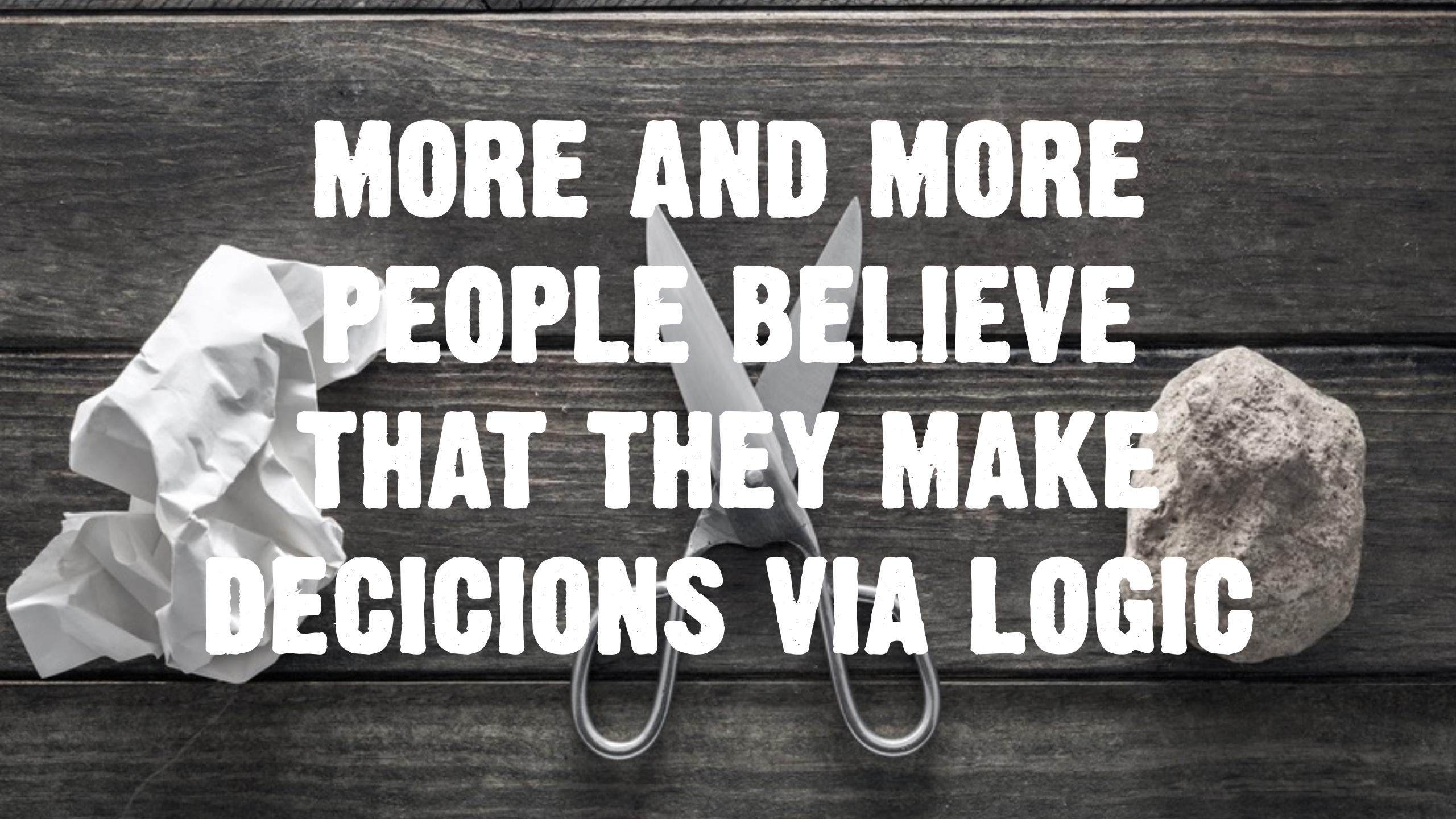


A black and white illustration of a prehistoric scene. In the foreground, two hunters are depicted as simple stick figures. One hunter is on the left, holding a long spear horizontally. The other hunter is in the center, also holding a long spear, and appears to be in motion. In the background, two animals, possibly wild boars or wild pigs, are shown. One is in the upper right, and the other is in the lower right. The background is a simple, light-colored landscape with faint lines suggesting hills or a plain.

**EVEN BEFORE THE
CREATION OF THE
FIRST LANGUAGE WE
HAD STORIES**

A black and white photograph of a vintage camera with a lens, a leather strap, and a stack of old photographs on a textured surface. The camera is the central focus, with its lens cap removed, revealing the lens elements. The leather strap is attached to the camera. To the left, there is a stack of old, slightly faded photographs. The background is a textured, possibly stone or concrete, surface. The overall mood is nostalgic and artistic.

**STORIES HELP US
TO REMEMBER**

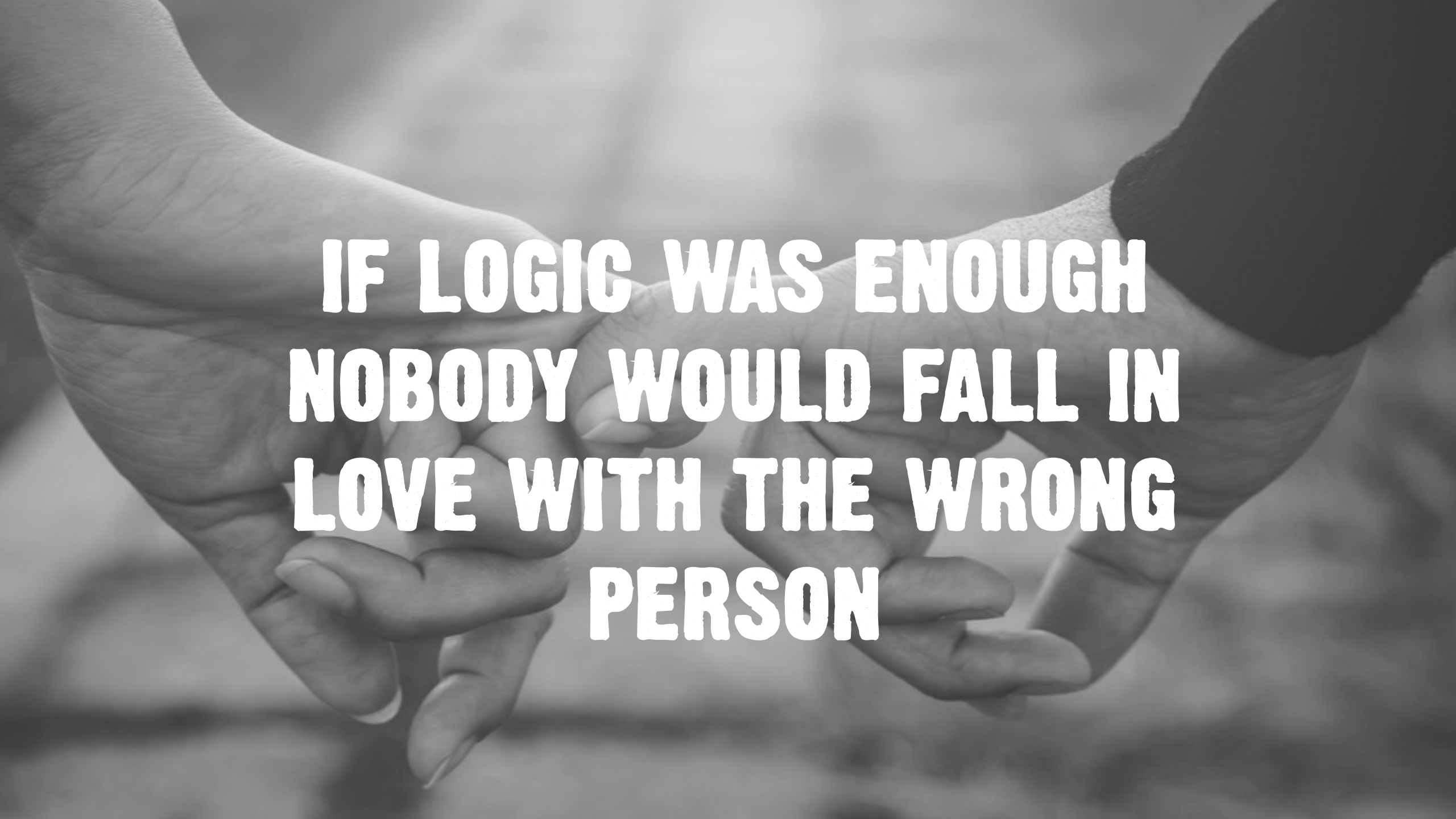
A pair of silver scissors is positioned in the center, with its blades open. To the left of the scissors is a crumpled piece of white paper. To the right is a rough, grey rock. The entire scene is set against a dark, textured wooden background. The text is overlaid in the center in a bold, white, sans-serif font.

**MORE AND MORE
PEOPLE BELIEVE
THAT THEY MAKE
DECISIONS VIA LOGIC**

MORE AND MORE
PEOPLE BELIEVE
THAT THEY MAKE
DECISIONS VIA LOGIC

#NOOO!!!

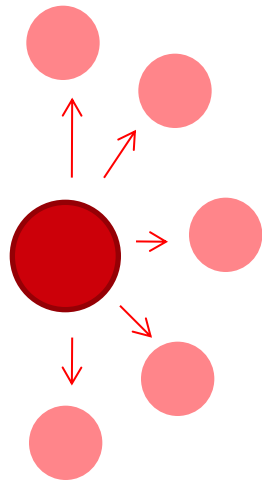


A black and white photograph of two hands clasped together in a supportive grip. The hands are positioned centrally, with the fingers interlaced. The background is a soft, out-of-focus landscape, possibly a beach or a field, with a light sky. The overall mood is one of connection and emotional support.

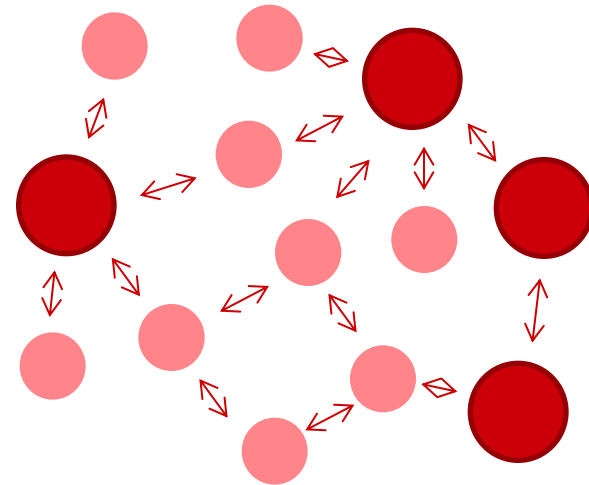
**IF LOGIC WAS ENOUGH
NOBODY WOULD FALL IN
LOVE WITH THE WRONG
PERSON**



**SO WHAT IS DIFFERENT
TODAY?**



STORY



DIGITAL STORY

STORYTELLER = INFLUENCER

EVERYBODY CAN BE AN
INFLUENCER

STORYTELLER = INFLUENCER



Κατηγορία	Αριθμός	Ποσό	Ποσοστό	Σύνολο
ΕΠΕΝΔΥΣΕΙΣ	75	27.000,00	67,50%	40.500,00
ΑΠΟΤΙΜΩΣΕΙΣ	10	30,00	0,07%	42,000,00
ΣΥΝΟΛΟ	85	27.030,00	67,57%	60.000,00
ΕΠΙΧΕΙΡΗΣΙΑΚΑ	75	27.000,00	67,50%	40.500,00
ΑΠΟΤΙΜΩΣΕΙΣ	10	30,00	0,07%	42,000,00
ΣΥΝΟΛΟ	85	27.030,00	67,57%	60.000,00
Σύνολο σε ΕΥΡ				48.000,00

ΕΠΕΝΔΥΣΕΙΣ: 67,57%
ΑΠΟΤΙΜΩΣΕΙΣ: 0,07%

**ΜΟΛΙΣ ΕΠΕΝΔΥΣΑ
4.000**



**Ο κύριος Χρήστος, ο Γιώργος, ο κ.
Αλέκος, η Ιωάννα κτλ...**



NEW INFLUENCERS ARE PPL

LIKE YOU!

A black and white photograph of a person with dark curly hair, wearing large headphones and a cardigan, sitting on a couch and reading a book. The person has a distressed expression, with a tear visible on their cheek. The room is dimly lit, with a lamp on the left and a window in the background. Overlaid on the image is red text and yellow text.

SOME FU\$%#@#\$NG

STATS

**PERSONAL STORIES AND GOSSIP
MAKE UP ABOUT 65% OF OUR
CONVERSATIONS**

**PEOPLE ARE 22 TIMES MORE LIKELY
TO REMEMBER A STORY-BASED
STATISTIC**

**STORYTELLING CAN INCREASE
CONVERSIONS BY 30%**

**DID YOU FEEL THE
DIFFERENCE?**

THANK YOU!