

## **Giving High-Tech Communications High-Touch Impact**

Plain Talk 2015 presentation by Amy Lynn Smith – Writer + Strategist

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### **Resources**

Wylie Communications: [wyliecomm.com](http://wyliecomm.com)

*Excellent tips, especially in their e-newsletter*

Story Collider: [storycollider.org](http://storycollider.org)

*Stories about science; terrific example of how to do storytelling right*

TEDTalks on storytelling: [ted.com/topics/storytelling](http://ted.com/topics/storytelling)

### **Referenced during the presentation**

Consumer Reports online hub on caregiving: [consumerhealthchoices.org/caregiving](http://consumerhealthchoices.org/caregiving)

The science of storytelling: [adweek.com/socialtimes/science-storytelling-infographic/150296](http://adweek.com/socialtimes/science-storytelling-infographic/150296)

frank — a gathering hosted by the University of Florida program in public interest communications: [frank.jou.ufl.edu](http://frank.jou.ufl.edu)

*From the website, visit all their social media platforms for an example of integrated social media*



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WRITER • STRATEGIST