

FOR IMMEDIATE RELEASE

Idea Center at Miami Dade College and the Visual Storytelling Institute to Launch Inaugural Visual Storytelling Summit

Miami, Oct. 14, 2016 –The Idea Center at Miami Dade College (MDC) and the **Visual Storytelling Institute** (VSI) will present the inaugural **Visual Storytelling Summit** on **Oct. 26, from 8:30 a.m. to 5:00 p.m.** This first-of-its-kind conference for marketers and entrepreneurs focuses on developing impactful marketing campaigns, and messages that resonate visually and emotionally, through corporate storytelling strategies, tools, and emerging visual media.

“The Visual Storytelling Summit will inspire entrepreneurs and marketers by showcasing innovative channels to bring their ideas to life,” said **Leandro Finol**, executive director of the Idea Center. “Along with VSI, we are proud to host this groundbreaking event for our community to learn from our powerhouse speakers how to create content that is more compelling and engaging.”

More than 300 senior marketers are set to attend Visual Storytelling Summit 2016, bringing together some of the most productive and creative corporate storytellers, visionaries, and researchers. The summit will feature 10 speakers including keynote speaker Kathy Klotz-Guest, chief storyteller at Keeping it Human.

“Do you remember when content marketing launched in 2005, but it wasn't called content marketing? Visual Storytelling is the most important next step in marketing communications and sales effectiveness. Participants can learn from and engage with the most prominent industry leaders and practitioners,” said **Shlomi Ron**, VSI co-founder.

The program for the summit will include: the role of authenticity in driving effective visual storytelling, creating a visual newsroom skill-set, emerging visual media (virtual reality, 360-degree immersive media, podcasting and live-streaming), thinking visually for public relations, creating actionable visual storytelling messages on Snapchat, and the power of storytelling right now.

“Storytelling harnesses our brain's requirement for narratives that make sense of a complex world,” said **Alex de Carvalho**, VSI co-founder. “Visual storytelling taps into our brain's natural preference for visuals over text.”

Tickets can be purchased at <http://www.visualstorytellingsummit.com>. MDC students receive free admission. The event is made possible by the generous support of LiveAnswer.

WHAT: Idea Center at MDC Launches Inaugural Visual Storytelling Summit

WHEN: Wednesday, Oct. 26, 8:30 a.m. – 5 p.m.

WHERE: MDC Wolfson Campus, Building 1, Auditorium
300 N.E. Second Ave.

About Visual Storytelling Institute

The Visual Storytelling Institute (VSI) is dedicated to helping marketers and entrepreneurs battle content overload and decreasing attention spans. VSI provides visual storytelling workshops, featuring [#myVstory Framework](#), consulting, conferences and thought leadership to empower business leaders in their quest to resonate with their audiences and grow their companies. For more information, visit www.visualstorytell.com

About The Idea Center at Miami-Dade College

The Idea Center @MDC is the college's hub of innovation, the place where students from all disciplines can gather, collaborate and take advantage of resources and training to develop their entrepreneurial ideas. Through cutting-edge entrepreneurship education, professional development and experiential learning, students and community members can acquire the tools needed to identify challenges and develop solutions. The Idea Center has several components including MarketHack, CREATE accelerator, CodePro, The Startup Challenge, and the Innovation Lab, to name a few. It is made possible through the support of Knight Foundation. For more information, visit www.theideacenter.co

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