

overflow

GET IDEAS ADOPTED

STRATEGIC STORY

Our work with clients begins with this question: What do you want people to believe so that behavior change follows?

We believe in the power of stories. They inspire, form new connections and create lasting impressions that bring ideas to life. A great idea isn't enough. The power to influence change begins with a well-told strategic story.

Strategic story drives the design of content and experiences. We help clients create and determine the most effective methods for delivering relevant content to key audiences to produce unforgettable experiences that emotionally connect. Whether celebrating top performers with incentive travel or guiding teams through organization change management initiatives, we help you lead through narrative.

EXPERIENCE DESIGN

Narratives form through multimedia production. We combine story design principles with production to create visual, verbal and written stories that bring concepts and campaigns to life.

The problem with innovation today isn't discovery — it's adoption. No matter what capabilities are employed, story is at the center to help ideas be understood, adopted and spread.

CREATIVE PRODUCTION

We create stories and experiences to get your ideas adopted.



CAPABILITIES

Strategic Story

Content Strategy & Creation
Story Structure
Change Management
Storyboarding & Sketchnoting
Story Campaigns
Blended Learning Tools
Social Impact Platforms
Strategic Communications

Experience Design

Global Meeting Management
Incentive Travel Programs
Sourcing & Contract Negotiation
Travel Management Services
Registration
Logistics Planning & Implementation
Event Mobile App
Corporate Social Responsibility Programs

Creative Production

Full-Scale Production
Multimedia Production
Virtual Solutions
Creative Direction
Script Writing
Graphic Design & Illustration
Photography
Social Media Management

**READY TO BRING YOUR
IDEAS TO LIFE?**

Let's connect.

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Certified Women Business Enterprise (WBE)

To learn more please visit overflowco.com