

EFFECTIVE STORYTELLING WORKSHOP





In a world where
attention is the
new commodity,
visual storytelling
is the new currency.

—Ekaterina Walter



KNOW YOUR **AUDIENCE**

DONT
MAKE ME
THINK



PEOPLE **SCAN**



79% scan



21% read

YOUR AUDIENCE ISN'T **STUPID**



YOUR **AUDIENCE** IS



on a **mission**

YOUR **AUDIENCE** IS



in a **hurry**

YOUR **AUDIENCE** IS



looking for the **first**
reasonable option that
meets **most** of their needs

YOUR **AUDIENCE** IS



willing to **go elsewhere**
if they don't find it quickly

OUR BRAIN PROCESSES VISUALS 60,000x FASTER THAN TEXT



90%

OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL

50%

OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING

70%

OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES

40%

OF PEOPLE RESPOND
BETTER TO VISUALS

WHAT GNA PUBLISHES



WHAT WE DO WHO WE WORK WITH PORTFOLIO CONFERENCES ABOUT

CONTACT

CLEAN TRANSPORTATION & ENERGY CONSULTANTS

GNA provides a full suite of strategic consulting services to manage your project from start to ROI.

[VIEW >](#)



FEATURED SERVICE



Fleet Planning Analysis
Evaluate the best clean technology options for your fleet operations.

[VIEW >](#)

FEATURED CASE STUDY



Southern California Gas Company
GNA helped SoCal Gas develop and implement a strategy to educate key stakeholders on the role natural gas can play in cost-effectively reducing heavy-duty truck diesel exhaust emissions.

[VIEW >](#)

LATEST NEWS



"Trucking efficiency" – Fleet Owner Magazine's July "Greening the Fleet" Column
July 2, 2014



GNA Senior Program Manager Carolyn McGough Offers Perspective on Grant Funding in Fleet Owner's "Cash for Clearing the Air"
July 1, 2014



GNA Releases Updated Report on "Equivalent Strategies for the ARB Zero Emission Bus Regulation"
June 30, 2014

UPCOMING CONFERENCES



HHP Summit 2014
New Orleans, LA

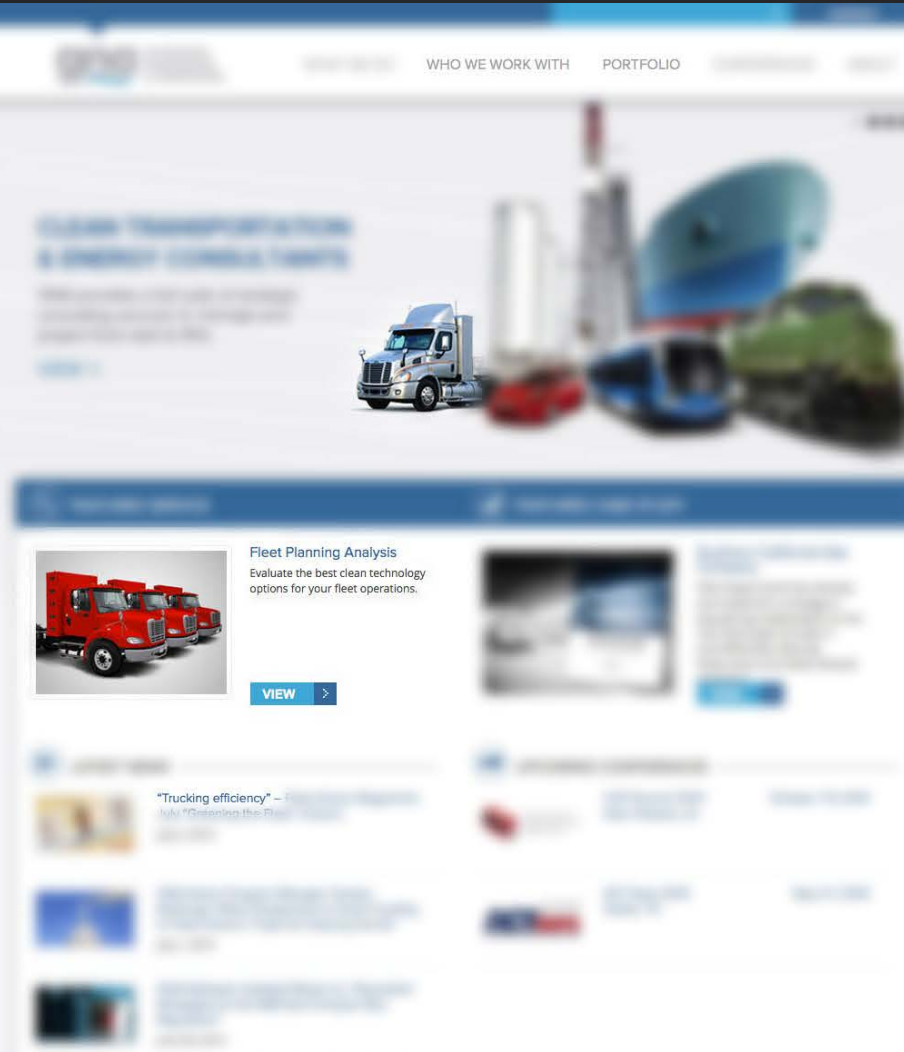
October 7-9, 2014



ACT Expo 2015
Dallas, TX

May 4-7, 2015

WHAT OUR AUDIENCE SEES





MAKE CONTENT
SCANNABLE

OMIT ~~NEEDLESS~~ WORDS

get rid of

half

the words
on a page,
then get rid of

half

of what's left



Edit Ruthlessly

Somebody ~~has~~ said that words are ~~a lot~~ like
inflated money - the more ~~of them that~~ you
use, the less each one ~~of them~~ is worth.
~~Right on.~~ Go through your entire letter ~~just~~
as many times as it takes. ~~Search out and~~
~~Annihilate~~ all unnecessary words, ~~and~~
sentences—even ~~entire~~ paragraphs.

Malcolm Forbes

OMIT ~~NEEDLESS~~ WORDS

think **billboard** design 



Adrenaline
Comes Standard

Audi
Truth in Engineering 

Audi A5

Audi San Francisco

GoTo**Audi**SF.com

OMIT ~~NEEDLESS~~ WORDS

think **billboard** design 



OMIT ~~NEEDLESS~~ WORDS

KISSAM 

(**K**eeP It **S**imple, **S**tupid...**A**nd **M**emorable)



OMIT ~~NEEDLESS~~ WORDS

KISSAM 

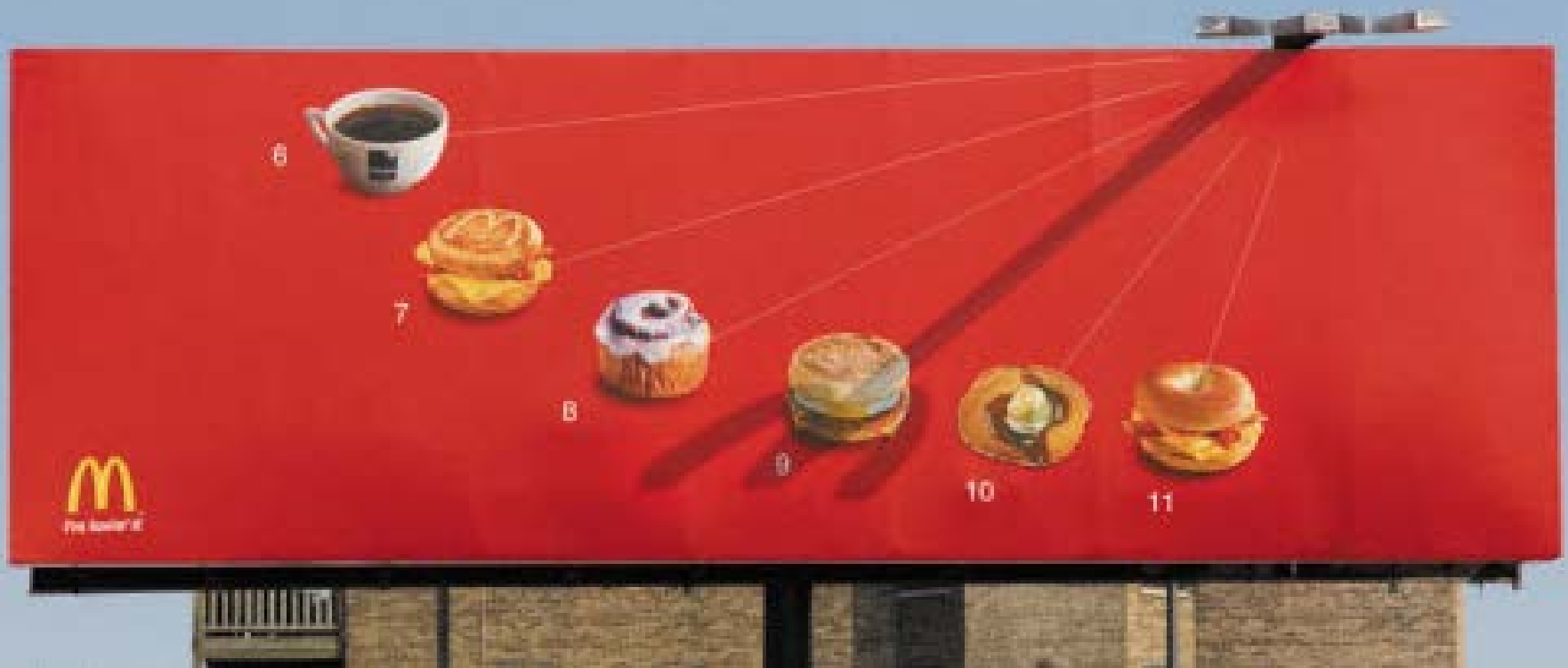
Keep It Simple, Stupid (And Memorable)



OMIT ~~NEEDLESS~~ WORDS

KISSAM 

Keep It Simple, Stupid (And Memorable)



OMIT ~~NEEDLESS~~ WORDS

kill the **happy** talk  



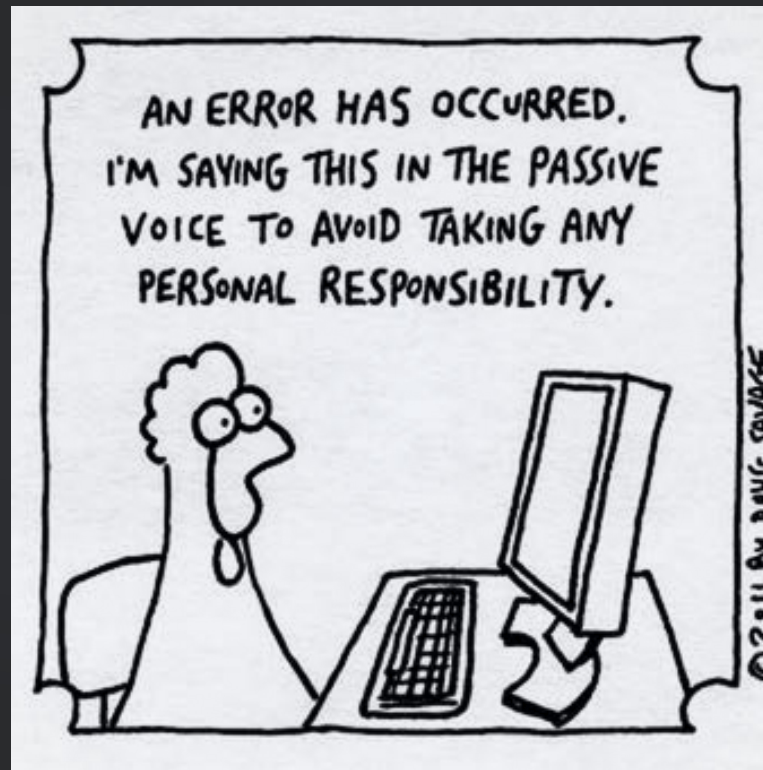
OMIT ~~NEEDLESS~~ WORDS

avoid **long** sentences 

Just a year after scoring more points than any team ever had against the Huskers in a 76-39 victory in Lawrence, Kansas couldn't piece together a similar effort this season, falling to Nebraska for the 20th straight time in Lincoln that acted as a significant blow to the team's goal of a North title.

OMIT ~~NEEDLESS~~ WORDS

avoid **passive** voice 



OMIT ~~NEEDLESS~~ WORDS

Link to relevant content online  



OMIT ~~NEEDLESS~~ WORDS

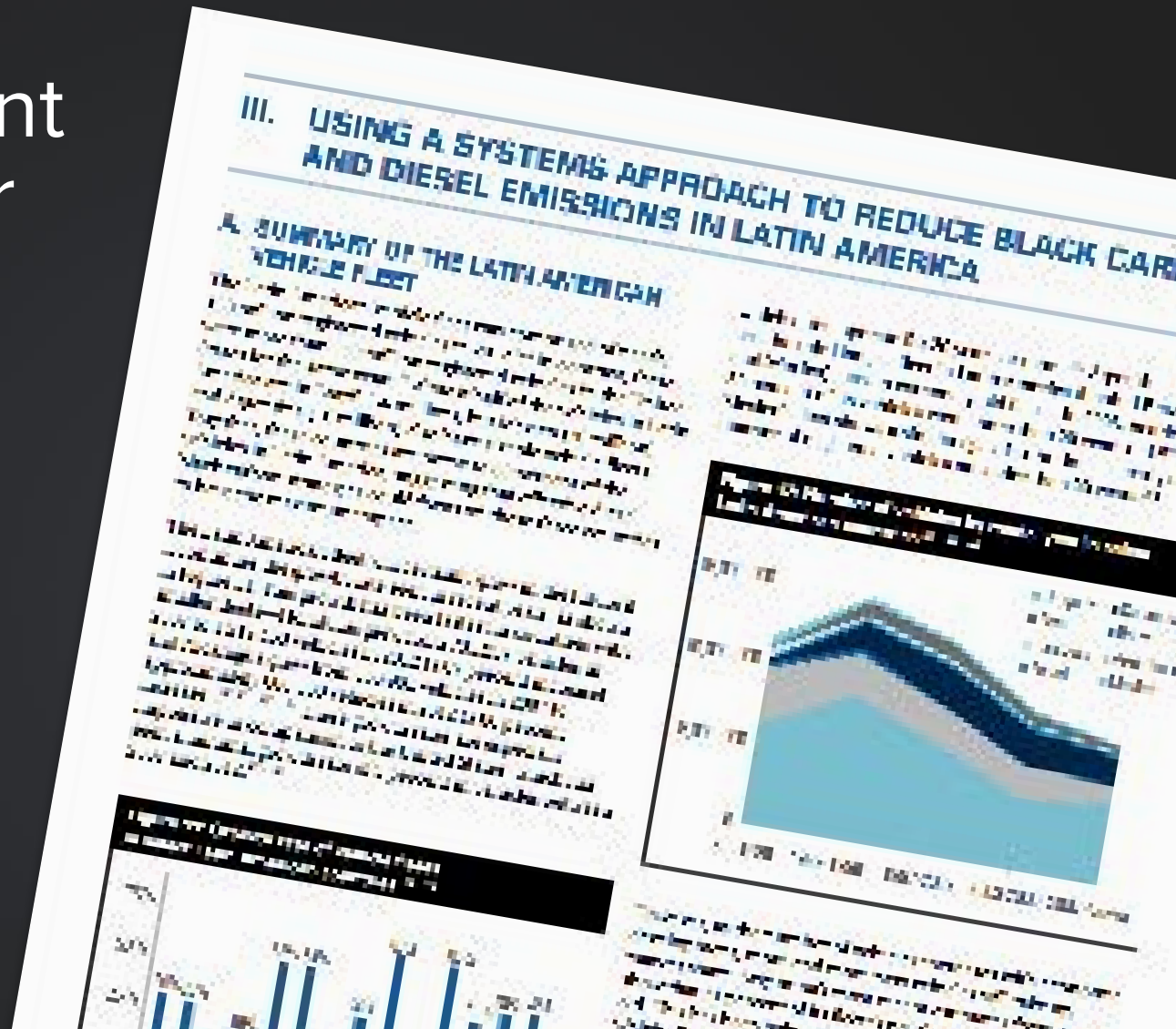
Put it in **footnotes*** and **endnotes**  



** When you absolutely, positively can't do without those supporting tidbits of information. And don't count on anyone reading them. Visit www.microsoft.com to learn how to insert footnotes and endnotes.*

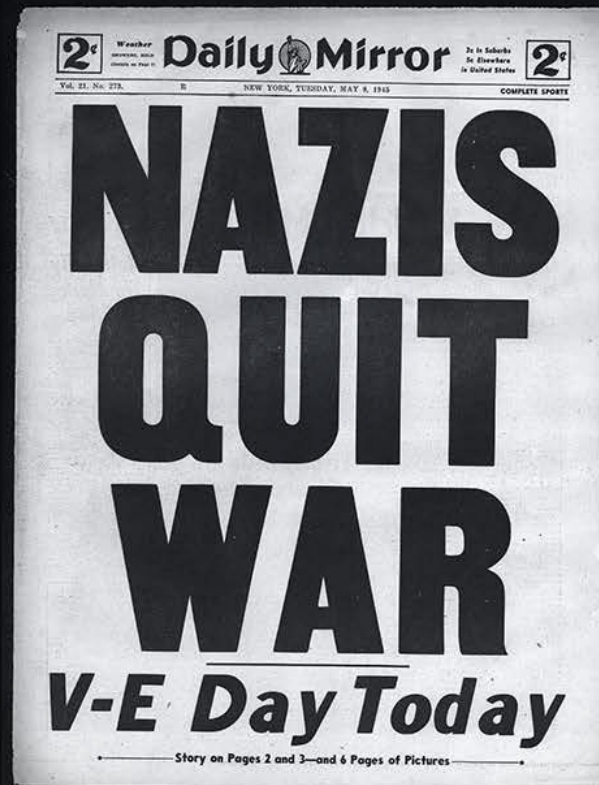
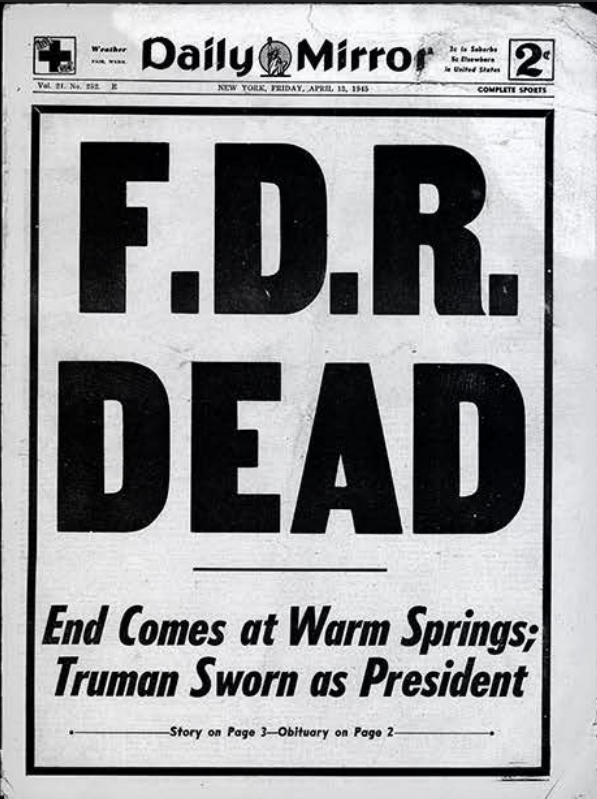
BREAK IT UP WITH **HEADERS**

use a different
size, color, or
font face
(or all three)



BREAK IT UP WITH **HEADERS**

make them **informative** and **compelling**,
but not **exaggerated** or **gimmicky**  



MAKE IT **SNAPPY**

feature **one** idea per slide or paragraph



3 Key Reasons to Exhibit at HHP SUMMIT 2014:

1 Highest Opportunity for New Sales Leads:
Positive word-of-mouth buzz from participants and extensive media coverage have helped HHP Summit rapidly growing. Now in its 3rd year, the show is expected to draw 2,000+ attendees, confirming its position as the largest annual gathering of HHP end-users and natural gas technology and service providers!
[Attendee profile »](#)

2 The Industry's Largest Show Floor:
HHP Summit's expo hall floor boasts the world's largest and most comprehensive display of natural gas-powered engines, equipment, technology, and fueling solutions providers for high horsepower applications. Join more than 70 confirmed exhibitors, including Caterpillar, Chart Industries, Pivotal LNG, and others.
[Show Floor »](#)



3 North American Produced:
The show is produced by North America's top clean transportation and energy consulting firm, Gladstein, Neandross & Associates (GNA), ensuring that programming reflects the most relevant and current information for our domestic HHP industries. For more than 20 years, GNA has demonstrated a strong commitment to the growth and success of our natural gas market.
[About GNA »](#)

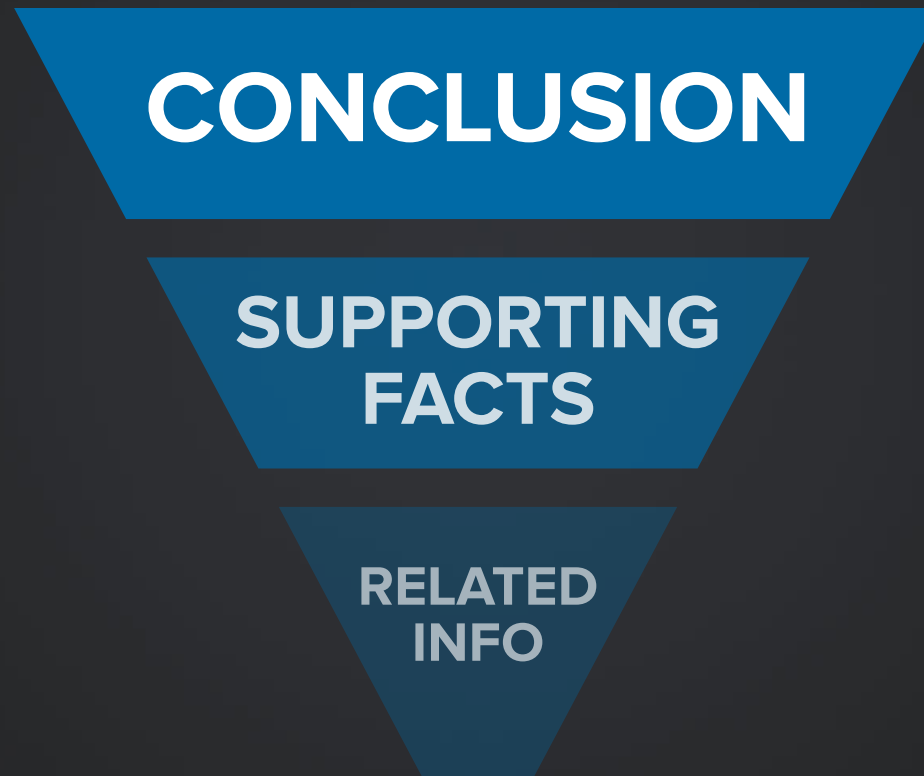
RESERVE YOUR SPACE TODAY

WWW.HHPSUMMIT.COM
888.993.0302

RAE **HOVING** **MARINE** **DRILLING** **PRESSURE PUMPING**

MAKE IT **SNAPPY**

start with your **conclusion**, then
provide supporting **facts**  



MAKE IT **SNAPPY**

distill paragraphs into **lists** 

3 Reasons to Post Jobs on Fleets & Fuels:

- 1 Reach Qualified Candidates** – Our 90,000+ annual readers are industry professionals who are in tune with clean transportation industry trends and technologies.
- 2 Leverage Consistent Site Traffic** – New articles are published daily on *Fleets & Fuels*, drawing continual organic site traffic and readership from our weekly subscriber e-newsletter.
- 3 Stay Top of Mind** – Engage with candidates who are seeking opportunities to work with a forward-thinking company like yours.

Receive 20% off your first posting using the code **WELCOME20**.

Visit <http://careers.fleetsandfuels.com> to get started or contact Christina Martin at cmartin@fleetsandfuels.com or 310-573-8559 to discuss your recruiting needs.

GET STARTED

MAKE IT **SNAPPY**

highlight **key terms**  

"A lot of very **positive energy**. The sessions and expo were fantastic."

– King County DOT



VISUALIZE IT IN GRAPHICS

maps

Fuel Use

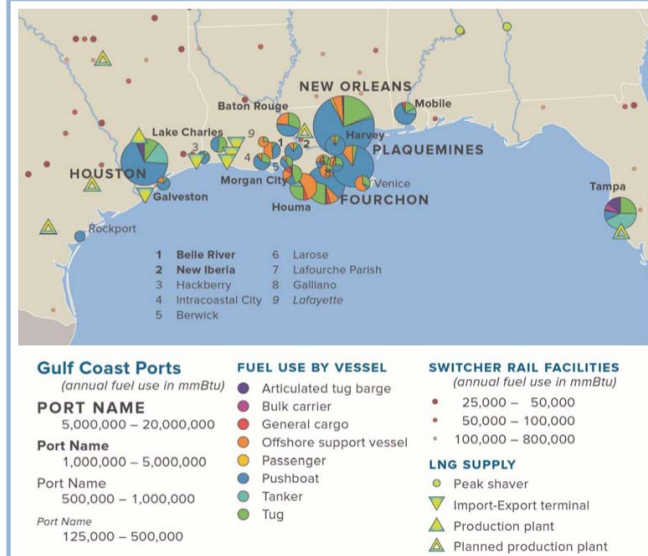
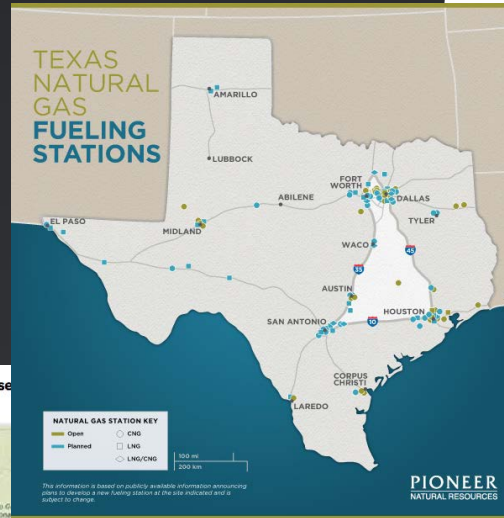
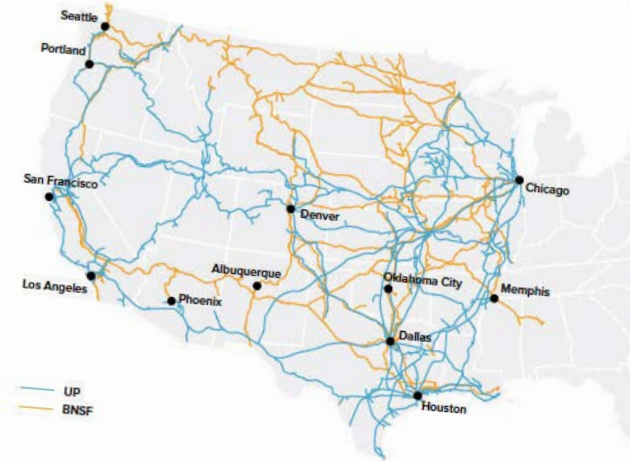


Figure 16. BNSF and UP routes in Wyoming, with diesel refueling facilities for PRB-se

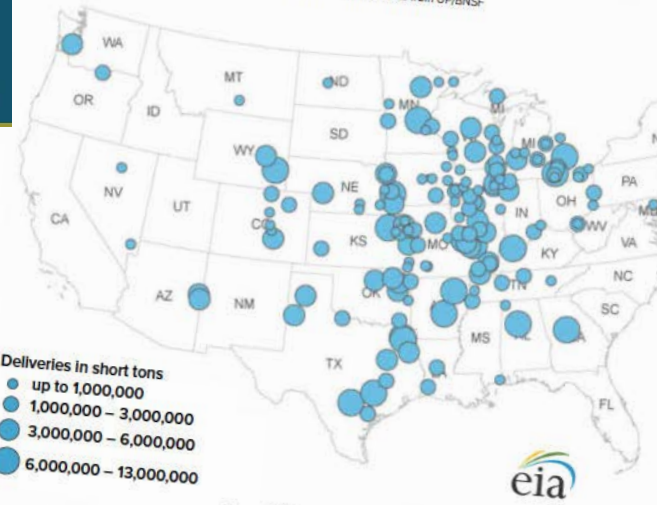


gna GLADSTEIN, NEANDROSS & ASSOCIATES

Figure 14. Top: route maps for BNSF and UP; Bottom: deliveries of Wyoming coal



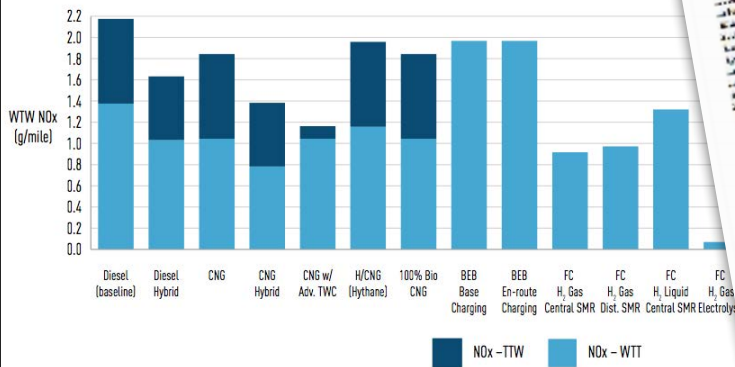
Source: GNA with data from UP/BNSF



VISUALIZE IT IN GRAPHICS

charts and graphs

Figure 3: WTW NOx emissions of various technologies



III. USING A SYSTEMS APPROACH TO REDUCE BLACK CARBON AND DIESEL EMISSIONS IN LATIN AMERICA

A. SUMMARY OF THE LATIN AMERICAN VEHICLE FLEET

The Latin American vehicle fleet is characterized by a high percentage of older, high-polluting vehicles. This is particularly true for diesel engines, which contribute significantly to black carbon and diesel emissions. A systems approach is needed to address these issues, focusing on both vehicle technology and infrastructure.

Figure 3A: Number of vehicles by year (in millions). The graph shows a steady increase in the number of vehicles over time, with a notable peak around 2015.

B. SUMMARY OF GLOBAL BLACK CARBON EMISSIONS

Global black carbon emissions are a significant concern, particularly in developing regions. A systems approach is needed to address these issues, focusing on both vehicle technology and infrastructure.

Figure 3B: Global black carbon emissions by region in 2000. The chart shows that a significant portion of emissions come from Asia and Africa.

C. SUMMARY OF BLACK CARBON EMISSIONS IN LATIN AMERICA

Black carbon emissions in Latin America are a significant concern, particularly in urban areas. A systems approach is needed to address these issues, focusing on both vehicle technology and infrastructure.

Figure 3C: Black carbon emissions in Latin America by year (in million tons). The chart shows a steady increase in emissions over time, with a notable peak around 2015.

IV. SUMMARY OF BLACK CARBON EMISSIONS IN LATIN AMERICA

A. SUMMARY OF BLACK CARBON EMISSIONS IN LATIN AMERICA

Black carbon emissions in Latin America are a significant concern, particularly in urban areas. A systems approach is needed to address these issues, focusing on both vehicle technology and infrastructure.

Figure 3D: Black carbon emissions in Latin America by year (in million tons). The chart shows a steady increase in emissions over time, with a notable peak around 2015.

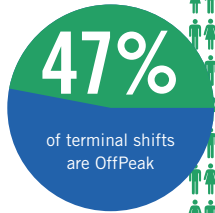
B. SUMMARY OF BLACK CARBON EMISSIONS IN LATIN AMERICA

Black carbon emissions in Latin America are a significant concern, particularly in urban areas. A systems approach is needed to address these issues, focusing on both vehicle technology and infrastructure.

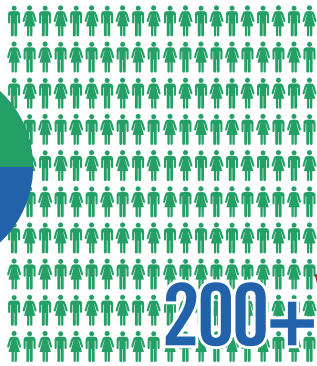
Figure 3E: Black carbon emissions in Latin America by year (in million tons). The chart shows a steady increase in emissions over time, with a notable peak around 2015.

VISUALIZE IT IN GRAPHICS

numbers

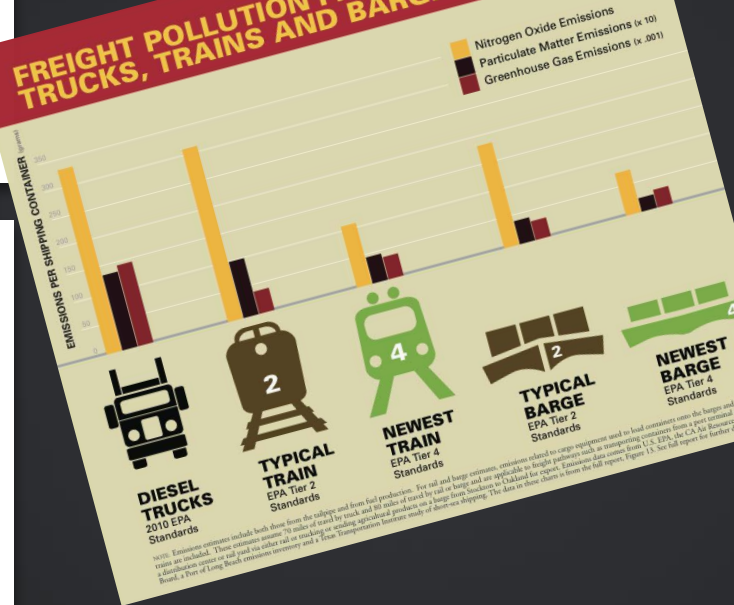


of terminal shifts are OffPeak



port jobs created through OffPeak

FREIGHT POLLUTION FROM REGIONAL TRUCKS, TRAINS AND BARGES



Snapshot of the US Natural Gas Vehicle Market NGV GLOBAL 2014



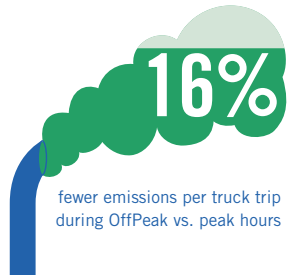
100+ Years of domestically produced supply at current usage levels



LNG/CNG Fueling Corridors are being developed throughout the US



Costs \$1 - \$2 Less than diesel per gasoline gallon equivalent



of emissions reduced by the OffPeak program per year

The OffPeak Program has eliminated emissions equivalent to



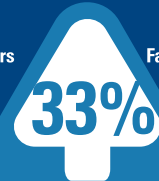
port truck trips per year



Largest NGV Users
1/5 of transit buses run on CNG or LNG



Fastest-Growing Sector
50% of refuse trucks bought in 2012 were powered by natural gas



increase of natural gas use in transportation since 2007



Heavy-Duty Opportunity
Natural gas could offset the 3 million barrels of oil used per day by over-the-road trucks



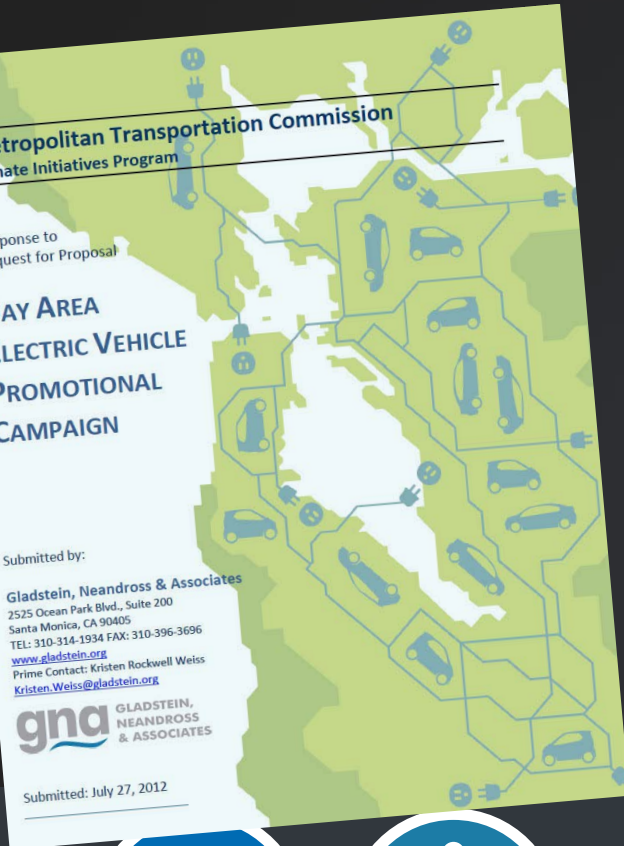
135,000 NGVs are on US roads today



360 Million Gallons of gasoline were offset by US NGVs in 2011

VISUALIZE IT IN GRAPHICS

icons and symbols



SHOW IT IN PICTURES

products and equipment



STAND OUT FROM THE COMPETITION

GNA help clients in the clean transportation and energy industry establish unique and effective branding and communications.

CREATIVE MARKETING SERVICES

The key to developing an effective marketing campaign is to understand your core audience. What role does your target audience play in the buying or decision-making process? What drives their purchasing decisions? What obstacles are they facing? How familiar are they with your product or service? What resources do they use to gather information?

This in-depth understanding of the clean transportation and energy industry is what sets GNA's creative services apart. Our firm offers more than 20 years of experience in sets GNA's creative services apart. Our firm offers more than 20 years of experience in sets GNA's creative services apart. Our firm offers more than 20 years of experience in sets GNA's creative services apart. Our firm offers more than 20 years of experience in sets GNA's creative services apart.

We help you develop clear call-to-actions for your target audience—such as visiting your website, signing up for a demo, downloading a white paper, completing a contact form—to ensure that that your marketing campaigns make a measurable business impact.

Our creative services include:

- **Branding & Collateral Development:** Whether you need a new logo, an online banner ad, a new sales brochure, or an e-newsletter—our in-house creative team does it all.
- **Website Design:** Create a compelling online store front to tell your brand story 24/7. Our team can work with you on copywriting, graphic development, search engine optimization, web traffic analytics, and ongoing maintenance.
- **Promotional Videos:** Create buzz for products, case studies, events, and more with a short web video. GNA can manage the full production process, including filming, interviews, video editing, and publishing.
- **Media Relations:** Reach the nation's most influential reporters covering alternative fuels and clean transportation. GNA works with clients to build targeted media lists, track editorial calendars, craft press releases, and pitch story ideas.
- **Social Media:** Leverage the power of social influence. GNA can help guide your content and advertising strategy for Facebook, Twitter, and LinkedIn to help you reach and engage with your key stakeholders.



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NEANDROSS
& ASSOCIATES

CLEAN TRANSPORTATION & ENERGY CONSULTANTS
Santa Monica, CA • New York, NY • Irvine, CA
310.314.1934 • www.gladstein.org

SHOW IT IN PICTURES

people and activities



MAKE KEY CONNECTIONS AT THE ALTERNATIVE FUEL INDUSTRY'S LEADING CONFERENCES

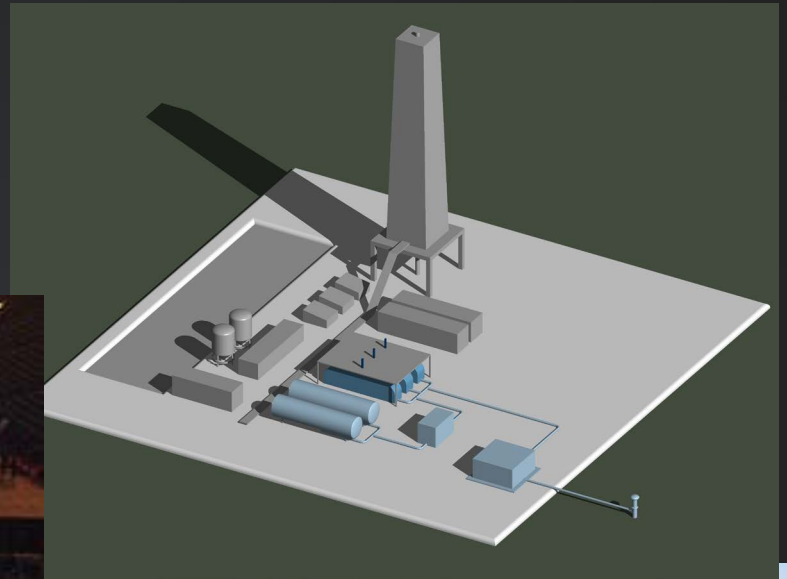
GNA's conferences bring together the information, resources, and industry contacts needed for successful project development and implementation.

CONTACT US [➤](#)



SHOW IT IN **PICTURES**

places and **locations**





GNA PROPOSAL

TEMPLATE

RECENT EMD **PROPOSALS**

FASTECH

Hexagon Lincoln

CR&R



MICROSOFT OFFICE

TIPS & TRICKS



Text boxes

Columns

Tables

Paragraph Styles
and Text Styles

Automated Table of
Contents



Templates

Remove image
background

Stylize images

SmartArt

Video

OTHER **RESOURCES**

7 Tips to Beautiful PowerPoint

**Duarte's Five Rules for Creating
Great PowerPoint Presentations**

thenounproject.com

“At Apple, design doesn’t just come from designers. Everyone at Apple—from engineers to marketers—is, to some extent, thinking like a designer.”



presented by
Tan Sackett

with assistance from
Jaime Steinberg
Sarah Gallagher