



# Ann Booth-Clibborn

TV Producer & Story Coach

*"A story travels faster than light"*



Ann Booth-Clibborn is the BAFTA nominated TV producer behind the most successful format of the 90's, Changing Rooms. Ann is a skilled creator of irresistible stories and her keynote, "What you can learn about storytelling by watching TV", will unlock the storytelling skills in your organisation, helping everyone create impact and influence when they communicate.

## TOPICS:

- How to Innovate Like a TV Producer
- Don't Deliver Data - Tell Stories
- What You Can Learn About Storytelling by Watching TV

## LANGUAGES:

She presents in English.

## IN DETAIL:

As a young producer, Ann developed the format of Changing Rooms from an unpromising brief for a 'DIY game show', and with her team she shaped a story that few could resist. Changing Rooms topped the ratings week after week, the DIY chains made millions and the Nation was mobilised to decorate their homes in their own personal style without apology! At the heart of the show's success was the powerful model of story which every TV show uses to make sure you keep watching. Ann's keynote tells how her unusual route into TV enabled her to use story in a revolutionary way, and shares what you can learn about storytelling by watching more TV.

## WHAT SHE OFFERS YOU:

Ann tells her compelling story; how her drive to get the attention of the audience led her to batter on the doors of the TV world despite having no idea what the work would entail, and then after a patchy start, go on to launch one of the BBC's most successful formats of the decade. But more than that, Ann offers you the chance to unlock your own instinctive storytelling skills by sharing with you inside track of story design, which is at the heart of Changing Rooms, The Repair Shop, White Lotus, and even Traitors.

## HOW SHE PRESENTS:

Ann is a warm and entertaining speaker who tells her extraordinary story with passion and enthusiasm. Ann is also an expert in the field of business storytelling, and so is able to draw very relevant lessons for the world of business from her experience creating irresistible stories for TV.