



Narrative Crafting

Updated as of June 1, 2023

"[She] was not only relaxed and friendly, thoroughly knowledgeable and experienced, she's learned to speak across several eras and dynasties, and tied the history of the Tower and its many occupants and uses, to that of Westminster Abbey, and bring all that history into a coherent coronation narrative leading up to the current monarch and the city's present political predicament."
– Client Feedback Summer 2019

Our tours have **defined themes** - the writers of Dublin, trade and commerce of Istanbul, or the making of modern China - but your interests, experiences and expertise will shape the narrative and the overarching story you tell. So while the theme of your tour is its central topic or main idea, you can think of the narrative as its overarching story. Having a well thought out narrative brings focus to your tour, and provides a coherent and connected story that frames clear ideas and key messages.

Using your knowledge to inform and inspire others does not mean telling clients everything you know. It is about selecting the most relevant and interesting information and ideas, and weaving these into a larger story and sharing this in a way that people will remember. Always think: what is this tour about, and what is it not about?

Identify your personal take on the tour and the story you are best placed to tell. What is your angle or approach? What are your experiences? Where do your interests lie? What is your perspective on the topic? What do you think and what do others think?

"Robert has a great personal perspective which he shared. A great tour and we thank Robert for a well planned and researched tour and for generosity in sharing his unique stories."
– Client Feedback March 2019

'I was a bit intimidated by the Louvre but [our expert] focused us in on Venus de Milo and her current scholarship on it, fascinating research on Mona Lisa and many critical impressionist works'
– Client Feedback September 2018

When developing your narrative, think about where your story **begins** and **ends**, where your 'aha' moments and climax come, and how your different stops will scaffold the narrative. The structure and shape is important.