

Narrative Rules:

Three Principles of Storytelling from Hollywood that are now Essential for the Successful Communication of Science and Medicine

Learn about the ABT (And, But, Therefore) Narrative Framework and how it can address the three most important challenges in communication today (singularity, stakes, and audience), as well as how a century of knowledge from Hollywood storytelling provides key insights for successful communication.



Date

September 25

Time

12:00 - 1:00pm

Hybrid Format:

Claudia Nance
Rollins Room 2001
or Zoom

**Lunch provided for
in-person attendees*



Randy Olson, PhD

ABT Framework

<https://abtnarrative.com/>

[Register To Attend!](#)