



The Emotional Toolbox™

A professional tool for creative executives involved in the development and production of television drama

While story structure provides helpful scaffolding for content creators, it does nothing to build an emotional bond with the audience. Content must appeal to the broadest possible audience.

Writing Consultant Laurie Hutzler examines the emotional content of a television or film project and analyses how the production succeeds or fails in connecting with its audiences. Starting with an experiential exercise, she progresses, in stages, to help writers, producers and executives (whether individuals or teams) clarify the emotional bond between characters and the audience. The starting point of Laurie's programme is the **Character Map™**, which provides an accurate litmus test of the emotional experience in any creative project. Laurie Hutzler helps content creators get to the core of the story.

In the first of **three 90-minute interactive sessions** Laurie Hutzler will use experiential exercises to analyse your project and enhance your creative problem-solving skills. The second session will apply the principles of her programme to strengthen and revitalise specific problem areas within the story. The final session will map ways to deepen the emotional connections within every level of your project.

The language of great stories is emotion, and that language is universal

Laurie Hutzler, Emotional Toolbox™

ABOUT THE SPEAKER

Based in Los Angeles, **Laurie Hutzler** is a consultant assisting entertainment professionals in creating and maintaining effective emotion-based content for both domestic and international markets.

Laurie Hutzler's unique interactive problem-solving sessions help focus the emotional power of a story, clarify a character's internal truth and thereby assist creative teams to get to the heart of a story. Laurie's considerable skills connect the story to the emotional needs of the audience. The Emotional Toolbox™ approach to story-telling was developed to solve scripting and story structure problems she encountered in her work as a story analyst, writer and consultant.

Laurie Hutzler has adapted over 100 short stories for film and television. Her feature film "Lorraine Loses It" was developed by Equinoxe, a European script development workshop, and is being produced by Project Equinox in New York.

ABOUT THE ORGANISERS

With offices in London and Los Angeles, **MediaXchange Ltd.** is an international media consultancy with more than twelve years of history assisting entertainment industry professionals in expanding their business through developing effective knowledge and contacts in the global marketplace.

PROJECTS IN DEVELOPMENT

Clarify the emotion. Capture the character.

- Build truthful characters.
- Create real emotional connections
- Produce universal stories that resonate deeply
- Develop powerful bonds with the audience

Focus the story. Find the audience.

- True emotions create popular stories.
- Credible characters centre stories
- Genuine relationships create unique story situations.
- Clear stories engage audiences.

Sharpen your vision. Strengthen your voice.

- Deepen the emotional connection to your project.
- Expand your creative process
- Transcend problems and obstacles
- Empower your project team

SHOWS ON AIR

- ➔ **Refocus the emotional clarity of established characters**
- ➔ **Revitalise familiar story situations**
- ➔ **Recharge the emotional power that fuels the story**
- ➔ **Renew the imagination and ingenuity of the creative team**
- ➔ **Reenergize audience interest and connection**

ENDORSEMENTS

Fascinating! Deserves a whole day to cover other basic archetypes in more detail.

Jake Ridell, Story Consultant, Writer and Story Producer, *The Bill & MIT: Murder Investigation Team*, Talkback Thames, UK

I was sceptical in the beginning [of the character map workshop]... but she convinced me. I think her paradigm really works.

Rik D'Hiet, Head Writer, *Flikken (Cops)*, MMG, Belgium

Very useful in terms of character and story development!

Johann Knobel, Producer/Story Editor, *Family Affairs*, Five TV, UK