

the secret to hosting an unforgettable experience

We are going to walk you through one of our signature events, our storytelling potluck, and give you a step-by-step process of how you can recreate your own magic....

Our storytelling potluck originated 4 years ago when our co-founder Meredith moved to LA. She was inspired by the Moth storytelling and would start to invite over friends from different worlds and give them a prompt.

Each person received 5 mins to tell a story around this prompt. As Meredith and Eric continue to evolve More of That, storytelling and intimate gatherings will always remain important parts of the company's mission!

- 01. Combine circles.** Ask each person you invite to bring 1 person outside of network
- 02. Set the intention.** Release expectation of who shows up/ not. Know that you have stuff planned and some things will / won't get done... it's OK
- 03. Go Phone Free.** Ask everyone to put their phone in a basket or on airplane mode when they walk in.
- 04. What to Expect.** Walk everyone through the flow of evening so they know what to expect.. encourage them to not talk about work until the end so they can "go deep quick:"

- 05. Break the Ice.** Ask each person to find someone they haven't met yet and ask them to introduce themselves and answer an icebreaker prompt such as "the weirdest thing I've done this month." Then have each pair introduce each other to the whole group and that person's answer to the icebreaker question. This helps everyone feel like they have a voice even before the storytelling begins.
- 06. Start the Stories.** Begin the storytelling around the prompt that was sent out. Make sure that people know that when someone "has the floor" everyone else is quiet and listening. Set a 5 minute timer when each person begins their story to keep the flow going while allowing more people to get a chance to share.
- 07. Break it up.** Halfway through the storytelling, invite everyone to take a brief 5-10 minute intermission to go to the bathroom, grab dessert.
- 08. Encourage Connection.** Invite everyone to get another's phone # before they leave and set a date or hang with someone in the future.
- 09. Follow up.** Put everyone in a whatsapp group where they can keep momentum going, connect to others (opt in) and/or text individually thanking them for their presence, what they brought/what they shared!

Now it's time for YOU to be the catalyst and host your own storytelling experience!
Let us know / tag us if you host one!

Eric + Meredith