

Event: New Jersey storytellers share how tough conversations changed their lives

Rebecca King, North Jersey Record Published 12:27 p.m. ET April 22, 2019 | Updated 7:25 p.m. ET April 22, 2019

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A sheriff, a supermodel, an activist, a precocious student and a doctor walk into a movie theater. They begin to tell stories about tough conversations that changed their lives.

No joke — this will be the scene on April 24 from 7 to 9 p.m. at the Ridgefield Park AMC during "Conversations that Changed Everything: A night of storytelling," presented by Holy Name Medical Center and USA TODAY's Storytellers Brand Studio series.

Lovers of captivating storytelling and inspirational tales will listen in as these influential New Jersey residents retell the momentous conversations that made them see things differently.

Local: New Milford councilwoman searching for African-American burial ground

Changing the world: For centuries, scientists sought a tuberculosis cure. A Passaic man found it in the dirt.

New Jersey: Tackling pay inequity, new Rutgers faculty contract could become a national template

STORYTELLERS BRAND STUDIO

PART OF THE USA TODAY NETWORK

CONVERSATIONS THAT CHANGED EVERYTHING

A night of storytelling presented by Holy Name Medical Center

FEATURING

Dr. Charles Vialotti
Medical Director, Villa Marie Claire Residential Hospice

STORYTELLERS

Emme
Supermodel and entrepreneur

Christian Fuscarino
Executive Director of Garden State Equity and a founder of The Pride Network

Kaity Assaf
Congressional intern and founder of NJ Women's March

Anthony Cureton
Bergen County Sheriff and former NAACP president

Wednesday, April 24
7 - 9 pm | Doors 6:30 pm




Holy Name Medical Center

2-part live event series and video content

Brand awareness and perception

The Mission

Raise awareness and recognition of Holy Name Medical Center's diverse programs that make an impact on their community. Maximize exposure of the brand's message of trust and leadership to our prolific local audience.

Mission Accomplished

We aligned Holy Name with the highly reviewed live event team at the Storytellers Brand Studio. A custom series of events was created that focused on difficult conversations and the thought leaders in the community who lead the way.

Our local placements impactfully reached users, created a sold out event, and produced authentic downstream content that would share the brands message with all those who could not attend.

Results



74

NET PROMOTER SCORE



93%

AUDIENCE SATISFACTION RATE



3.2

AVERAGE TIME SPENT WATCHING VIDEO POST SHOW



86%

BRAND APPROVAL RATING FROM AUDIENCE