



COMMUNITY-LED STORYTELLING FOR NONPROFITS

Sietske Broekhuizen (founder of *Story Bridge*) spent a decade working as a field communication specialist within a development organization. Her pivotal realization was that integrating local communication experts into the fundraising strategy wasn't just innovative; it was transformative. This insight led her to leave her organization in 2022, driven by a commitment to further promote and advocate for the localization of communication.

Since embarking on this new path, she has been deeply engaged in strategic development while also providing training to communication specialists from various countries, including Iraq, Syria, and Egypt.

Throughout her journey, Sietske discovered that community-led storytelling not only facilitates ethical communication but also resonates with Generations Y and Z more profoundly than ever before, bridging gaps and forging connections across diverse audiences.

When? Wednesday May 22, 2024 - 3.30 – 5.30 pm (CET)

Where? KU Leuven - Brussels Campus
Stormstraat 2 (1000 Brussels)
Paternosterzaal (room 6306)

Registration not necessary

Contact person: tine.debock@kuleuven.be



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