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Darren McColl of SapientNitro to Give March 8 Lecture on Storyscaping

Winthrop University

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Darren McColl of SapientNitro to Give March 8 Lecture on Storyscaping

Quick Facts

- Darren "Daz" McColl is the global chief brand strategy officer of SapientNitro, the largest digital communication agency in the world.
- He will speak from 11 a.m. to noon at Johnson Theatre in Johnson Hall about storyscaping, marketing and brand strategy.



Darren "Daz" McColl

ROCK HILL, SOUTH CAROLINA – New York Times best-selling author **Darren "Daz" McColl** will hold a March 8 storytelling talk and workshop at Winthrop University.

He will speak from 11 a.m. to noon at Johnson Theatre in Johnson Hall about storyscaping, marketing and brand strategy. The event is free and open to the public.

McColl is the co-author of the New York Times best-selling book "**Storyscaping**," which is about creating immersive and engaging digital stories that connect brands and consumers. He is the global chief brand strategy officer of **SapientNitro**, the largest digital communication agency in the world.

His clients include Virgin, McDonald's, Grey Goose, Mars, Burger King, Subway, Footlocker, ESPN, Volvo and Coca-Cola. A sought-after speaker with experience that spans markets worldwide, McColl has earned many awards, including Effies, New York Festivals, The One Show, Clios, D&AD (Black Pencils), and three coveted Cannes Lions Grand Prix.

McColl is a guest of the **Department of Mass Communication**. For information, contact faculty member **Sabrina Habib**, at 803/323-3304 or e-mail her at habibs@winthrop.edu.

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