

why do I need to learn  
**leadership skills?**

what is  
**diversity training**  
all about?

what makes a good  
**script writer?**



**MaST** theatre & film   
Turning Values into Behaviours

[www.masttheatreandfilm.co.uk](http://www.masttheatreandfilm.co.uk)

MaST Theatre was the first company in the UK to develop interactive business theatre and has since increased its audiovisual output to include the supply of cutting edge interactive material, micro websites and promotional films.

The value of using drama within our programmes has always been its ability to engage the mind and the emotions in equal measure and above all to instigate real change in the work place.

We use drama as a fluid resource within training. We keep it truthful, recognisable, realistic and above all enjoyable.

*"The best of theatre appeals to our emotions, our intelligence and our innate sense of joy."*  
Peter Brook, leading international theatre director and writer

## MaST Theatre

Helping people to clearly see and move towards a better future.

MaST Theatre & Film is the only business theatre group to be a part of a larger learning and development organisation, working alongside non-theatre consultants on most projects.

- Within the team are theatre professionals, all of whom have business experience and who work regularly in front of the audience or behind the scenes in television, film and theatre. Many of these work with us as professional roleplayers.
- We have developed innovative ways of ensuring that delegates retain the learning from our programmes. Micro sites, MP3 players with radiostyle plays downloaded onto them, and virtual postcards from memorable characters, have all been used in this way.
- We specialise in interactive drama, audiovisual multimedia and customised plays for training and change programmes. We also work with clients to provide launches, roadshows and conferences.

## MaST Film

Using modern AV approaches to make a sustainable impact on your team thinking outside of the box.

MaST Film has delivered interactive dramas, promotional and identity films along with animated sequences to clients within all sectors. We have also worked with clients who require media training in order to hone skills in front of camera, meeting journalists and on the telephone in an interview situation.

The interactive dramas are created by filming a 'branching script' where at specific points in the unfolding story the viewer must make a choice and by doing so triggers a scene; the viewer interacts with the story and is able to see and experience the results of his or her decision making process.

Promotional and identity films effectively communicate change. These are produced for clients who wish to communicate an existing message to a wider, perhaps external audience or who need to communicate and reinforce cultural changes within their own organisation.

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For all training enquires please call us on  
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