



ImageThink 

5 Secrets for Moving People from Apathy to Action

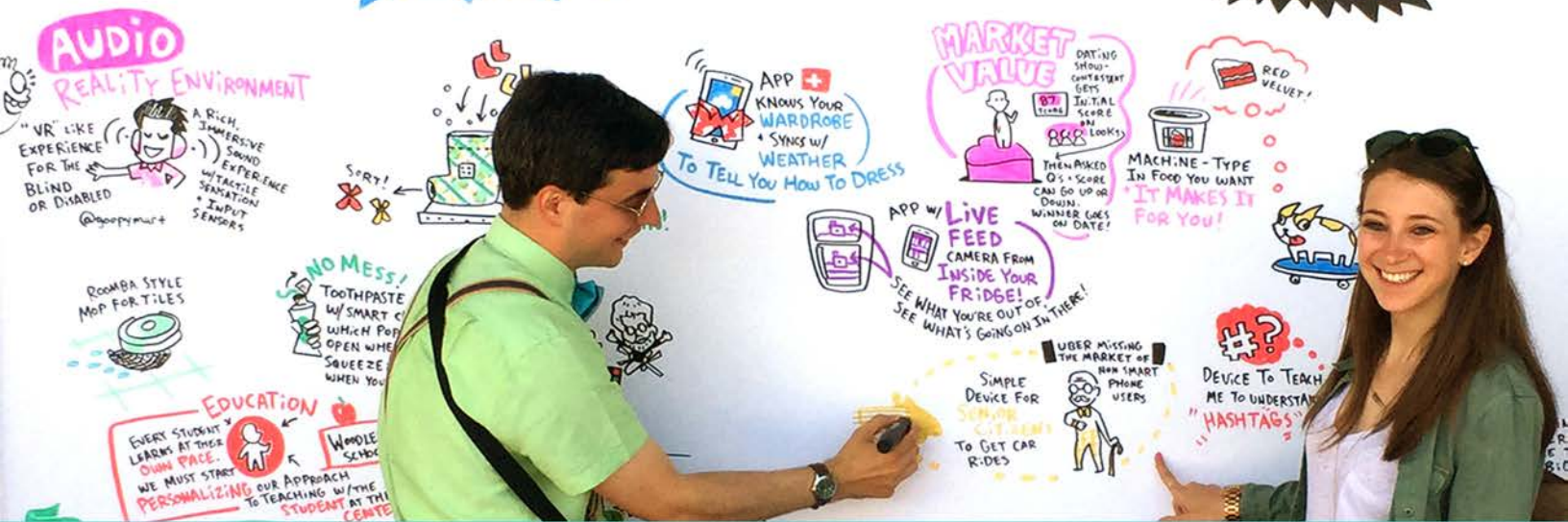
Are you tired of events that fail to ignite real change? Frustrated because the momentum on the day never turns into tangible results?

If you're looking for techniques to take your audience from simply showing up, to taking action—read on.

Whether you're running a strategy session, brainstorm, workshop, roadshow or event of any kind, these five little-known tips reveal how to break through what's been holding people back from taking vast and meaningful action.

Put this advice into practice, and get prepared to meet your biggest goals and thrive.

GOT A BIG IDEA? LET'S BRING IT TO LIFE!



Visualize your biggest ideas to boost recall and blow minds.

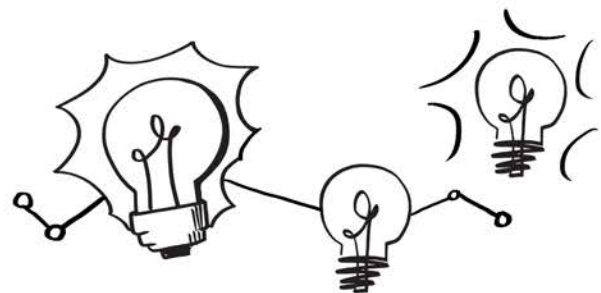
The biggest barrier to retention and inspired action? Information overwhelm.

You want to cut through complexity, and make sure your audience is inspired by your message. Yet, you find standard facilitation, white-boarding or PowerPoint presentations aren't working—you're not alone.

Research shows visual communication is simply far more effective. Images not only speak louder than words, they also help us think.

Synthesize the biggest ideas and most critical messages into engaging, digestible pictures. Your attendees will understand and remember these 30 percent more than dry data or hard-to-digest text. (They're also three times more likely to share them.)

Why? Because most people are visual learners. By appealing to their sense of sight, you captivate attention, so your ideas (and theirs) can spark meaningful change.





2 Think in pictures for off-the-charts creativity.

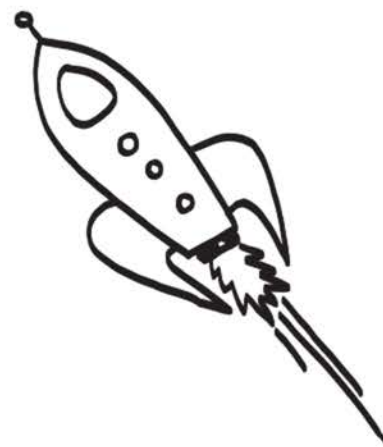
If you're after innovative ideas and results, get people thinking in pictures.

Drawing engages the whole brain, sparking unexpected creative connections. By simply watching others illustrate, attendees in your session will find solutions to problems, and the inspiration to engage with your brand far more quickly and easily.

For best results, consider investing in a professional graphic facilitator to support your event.

They listen carefully to what's being said during your session, capturing the key themes and thoughts and communicating these through images and text.

This is one of the easiest ways to cut to the heart of the challenge, get people collaborating around your message or goal—and get them focused on creative ways to do something about it.





3 Encourage participation, not passive listening.

Sitting for a long time not only tires your audience physically—it also cripples them creatively.

To get people thinking and seeing your content differently—and feeling excited about acting on it—invite them to stand. Shift the chairs. Get people moving around the room.

Thinking on their feet gives your attendees better blood flow to the brain—which leads to far bigger, better ideas!

Use provocative and inspiring prompts to encourage your audience to share their stories and ideas in the moment.

They will feel more engaged and, more importantly—invested in what happens next.

Even better, have a graphic facilitator capture and communicate attendees' thoughts via interactive murals. These large, hand-drawn murals illustrate individuals' responses and can be shared minutes later via social media.

The upshot? They keep your event's creative energy alive and your message top-of-mind.





4 Build in time for reflection to inspire exceptional action.

Flooding attendees with a non-stop flow of information is a common pitfall.

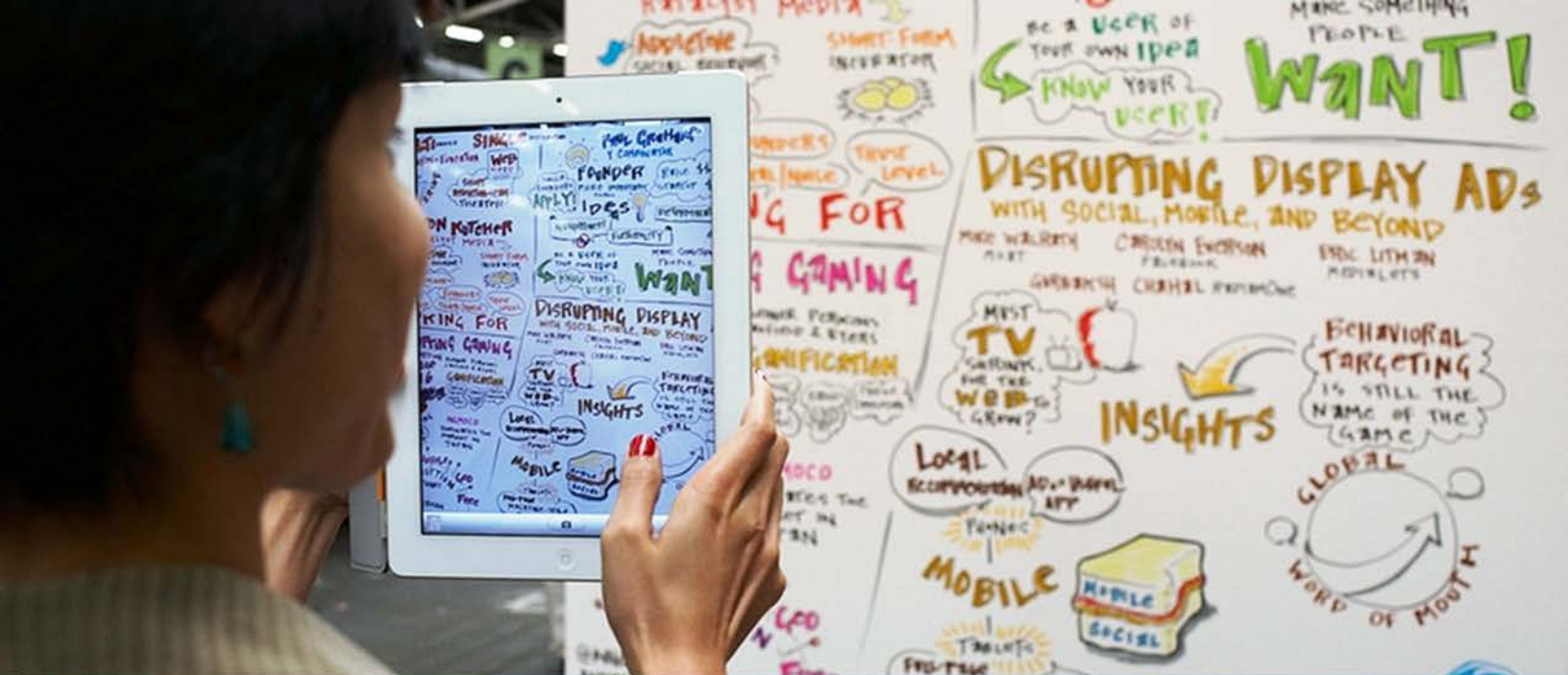
Events that make exceptional things happen give people a chance to properly digest information and reflect on what it means to them—and the role they play in meeting your goals.

After more personal reflection?

If you're stuck on how to get started, consider the simple, reflective exercises in our book, Draw Your Big Idea. To get inside the heads of your attendees and help turn their thoughts into action.



Consider offering each person a visual template with creative prompts. Templates are clear, visual models with a pre-determined structure that help your audience organize information quickly and easily. And notebooks are great for inspiring reflection and innovative ideas.



5 Share follow-up materials people actually want to look at.

Energizing and engaging your audience after your live experience takes far more than boring Word documents. You need enduring content that inspires action.

Consider creating a visual version of your keynote speaker's presentation and sharing it electronically with attendees and industry influencers. Turn your event's main message into eye-catching infographics that form part of your brand's ongoing content marketing campaign. Or a printed booklet employees can refer to at their desks.

Visual assets, animated videos, vision boards, and journey maps, help sustain motivation after the big day is over.

Share public content on social media, and see a boost in communication and collaboration. The number of people you can reach socially is unlimited, which means creating an ongoing virtual community and sustaining interest is easier—and in turn, taking action, more likely.





Want help in picturing your biggest ideas at your next event?

Get in touch at info@imagethink.net.

With these five insights, consider successful events a secret no longer. Get prepared for more action and innovation than ever to emerge—and vastly better results.

At ImageThink, we transform how organizations meet their goals and thrive through graphic recording, visual facilitation and 'ImageThinking' of all kinds.

ImageThink 



1.347.135.9620



IMAGETHINK.NET