MOVING MEETING MINDS

How Audio and Visual Cues Affect Learning

Meet Phil. He's the event technology specialist. He's the one sitting at the AV booth in the back of room. You'll probably only look at him when the presenter goes off cue, but Phil will have already caught on. That's because Phil is doing much more than working the sound board like it was a video game. He knows how to get your attendees' attention and build **LASTING MEMORIES** in their brains. He even knows how to evoke certain **EMOTIONAL RESPONSES**.

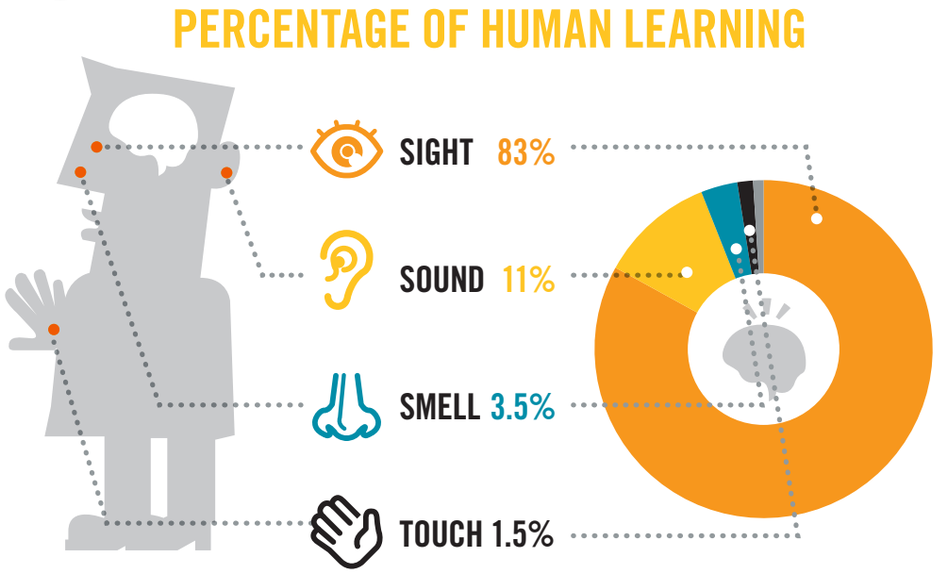
No, he hasn't been silently watching them for years. He has read the research on how the **ADULT LEARNING BRAIN** functions, and how audio and visual cues can help relay a message. He understands that a successful meeting doesn't come from the ability to incorporate a light show, an animated video, and an "Eye of the Tiger" entrance. Instead, it comes from the combination of sensory cues being processed and reinforced into **LONG-TERM MEMORY**. Because what good is a presentation if the only thing they can remember afterward is how undeniably great you looked organizing it all?

Here are some highlights of the research Phil has studied, so you too can have a creepy level of knowledge about your attendees.

HOW VISUAL INPUT AFFECTS LEARNING

83 percent of our learning comes from sight.

PERCENTAGE OF HUMAN LEARNING



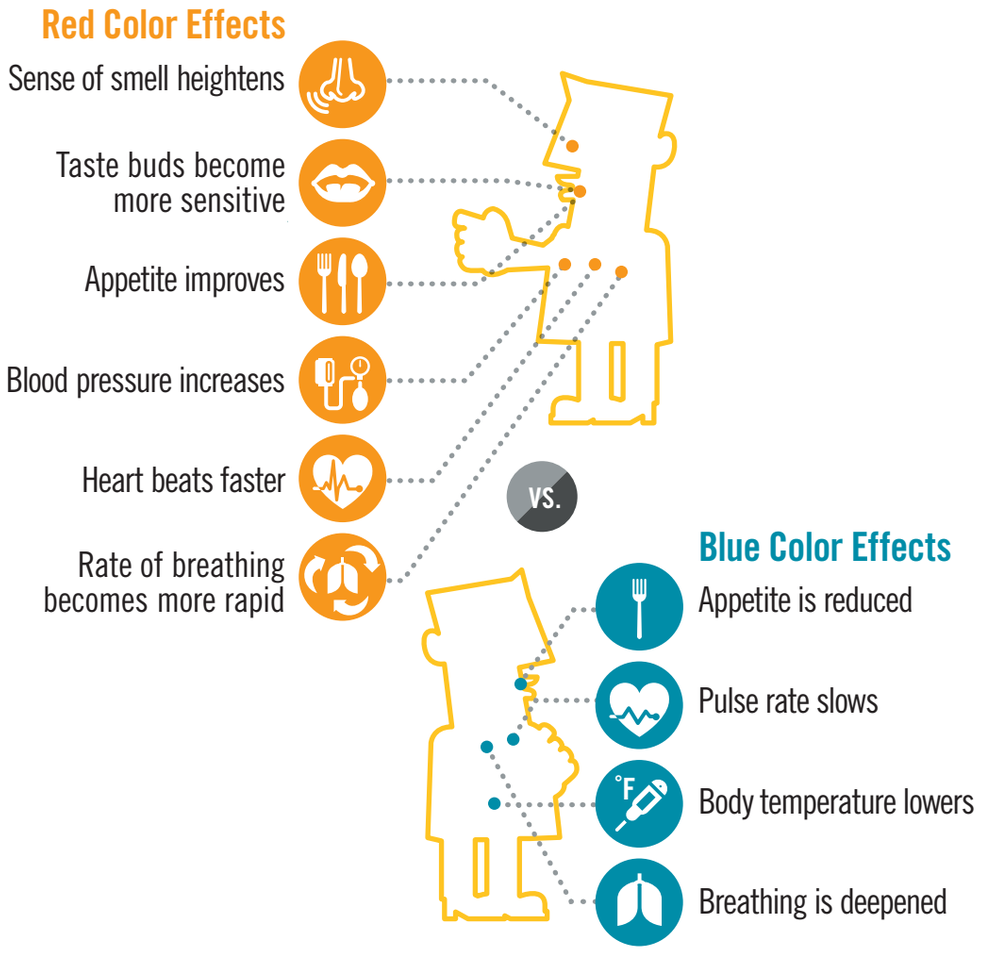
If sight (aka reading) is mostly how people learn, why give large-scale presentations at all? Phil knows why. When combined, sensory cues can greatly enhance the learning process.

If a person hears a message and looks at a related graphic, he/she absorbs an additional 91 percent of the message.

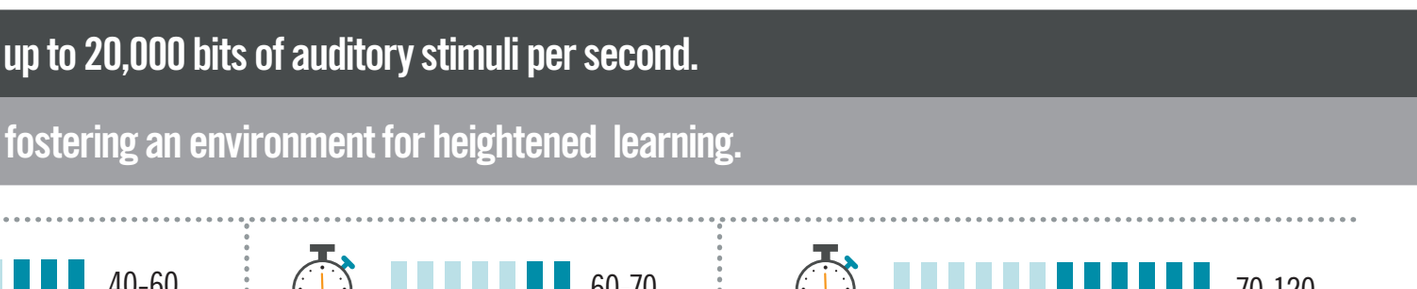
TYPE OF MESSAGE CONSUMPTION

The choice of color can affect how a person interacts with a message.

THE EFFECTS OF COLOR ON THE BODY



Even the size of the presentation screen influences how people process information.



Two-Screen: Audience shifts focus between the presenter and both screens.

Large, Single Wide Screen (with presenter in the middle of the stage): Audience focuses on the presenter.

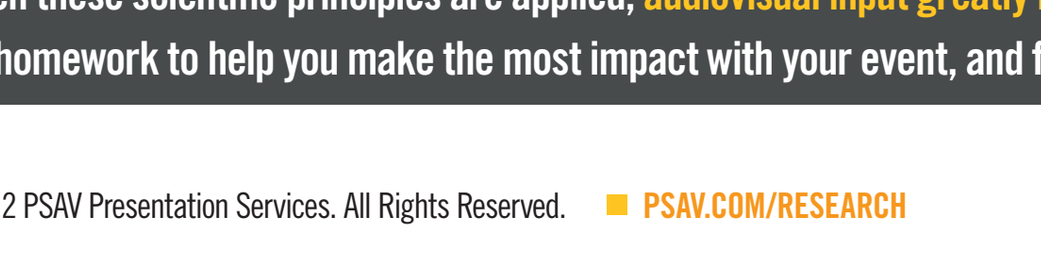
Large, Single Wide Screen (with presenter on the side of the stage): Audience focuses on the presentation.

Largest Wide Screen (with 3:1 ratio): Content on a larger screen results in better memory. It is more attention-getting, and provides a more intense experience.

HOW AUDIO INPUT AFFECTS LEARNING

The brain processes up to 20,000 bits of auditory stimuli per second.

Music can play a role in fostering an environment for heightened learning.



When a presentation is able to get the viewer's attention, eliminate distractions, and match the sound with the message, effective communication is achieved.

When these scientific principles are applied, audiovisual input greatly impacts successful delivery of messages. That's why Phil is here and has done his homework to help you make the most impact with your event, and foster an environment for people to remember the message for a lifetime.

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