

Meeting Planners' Workshop by Pat Coleman

Act I: Set up the story

The setting	The meeting profession is an industry in constant change
The protagonist	Meeting planners have to keep up with trends and technology
The imbalance	New research offers new ways to support learning with AV tools
The balance	It's possible to balance both your budget and learning results
The solution	Follow these three steps to help audiences understand better

Act II: Develop the action

5-Minute Column: how?	15-Minute Column: why?	45-Minute Column: why?
Help the mind select information by highlighting importance	Using live video focuses attention on the speaker's face	Research shows that...
		Case studies have shown
		Surveys show that...
	Using video supports the most important ideas	The visual channel needs
		The verbal channel...
		A balanced load can...
Help the mind organize information with section themes	Using sound supports the most important ideas	Sound appeals to the...
		Recent research shows...
		Sound is important to...
	Carrying your theme across all media helps memory	Makes information cohere
		Reduces cognitive load..
		Makes info digestible...
Help the mind integrate information by keeping AV transparent	Repeating the key messages helps people remember	Repetition helps audience
		Research in memory...
		A recent survey showed.
	Indicating changes of "scenes" with lighting keeps attention	Shows there are sections
		Keeps theme consistent
		Keeps production quality..
	Rehearse with your AV team	Prevents mistakes...
		Keeps everyone in loop..
		Opens up dialogue so....
	Use high video quality and smooth AV switching	Prevents rough transition.
		Does not call attention...
		Aligns with research...
	Use proper lighting and avoid cheesy music	Prevents distraction...
		Does not call attention...
		Keeps focus on the story.
Turning point	How can these AV techniques help you at your next meeting?	

Act III: Frame the resolution

The crisis	You're faced with supporting audience learning within budget
The solution	Follow these three steps to help audiences understand better
The climax	Meeting the needs of audiences and clients together
The resolution	A brighter future coming together