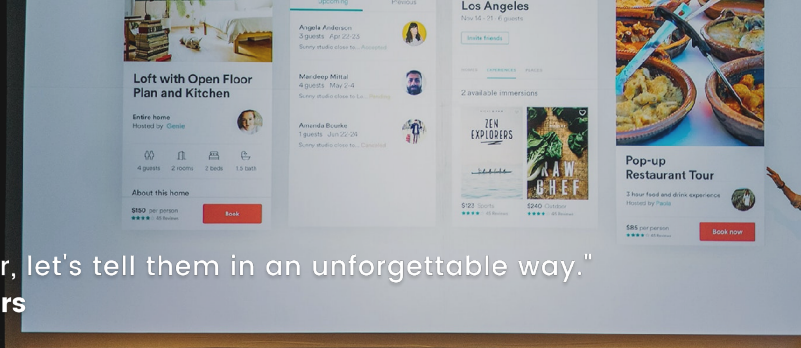


"Stories matter, let's tell them in an unforgettable way."  
—Melissa Majors



## Mesmerize: How To Design and Deliver Brain-Friendly Presentations

There is a terrible epidemic plaguing presenters around the world, and unfortunately, it's causing epic failure to business cases, team meetings, board presentations, keynote addresses, and more.

The problem often goes undetected given audience member's adept ability to fake engagement, when, in fact, their brains are not paying attention at all! The great news is, thanks to advances in neuroscience, we know so much more about how the brain is wired to pay attention, learn, and recall information.

We will explore the art and neuroscience behind designing and delivering mesmerizing and memorable presentations during this short course. Start mesmerizing your audiences today!

### Learner Outcomes:

- Describe how to design and deliver presentations that work with the brain and not against it.
- Utilize appropriate graphics that enhance comprehension and retention of messages.
- Define basic neuroscience principles related to how the brain learns.

### Duration:

20-30 minutes

### Learning Experience:

Delivered concurrent or booth education formats. An engaging, brain-friendly, workshop that incorporates lecture, audience engagement, and individual reflection.