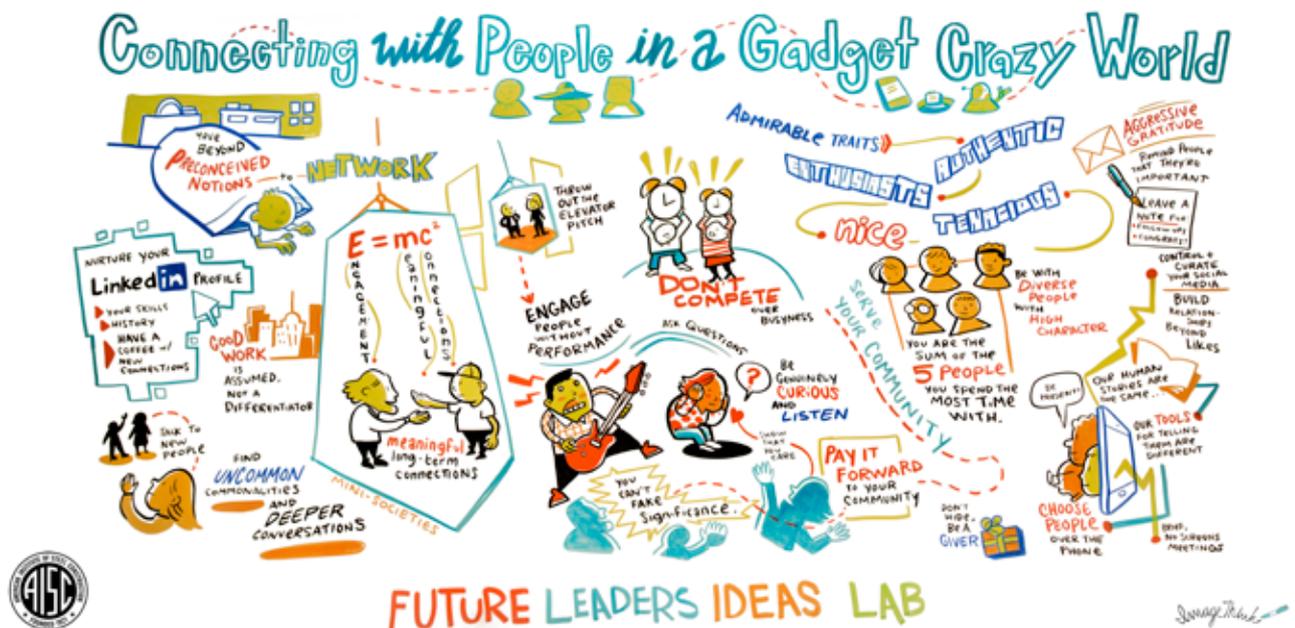


structurally
sound

A LONG, DRAWN-OUT PROCESS



YOU KNOW THE OLD SAYING: A few pictures and several dozen words are worth an entire hour-long seminar backed by a PowerPoint presentation. Or something like that.

What I'm describing is the practice of using professional illustrators to capture the essence of a live presentation as it's happening. We tried it out at a recent internal AISC event, and the results were—well, see for yourself. Each presentation was transformed (by illustrators from ImageThink) into a dynamic, fun, comic-style info-graphic that captured the presenters' main ideas and cleverly aligned them into a visualized train of thought. It's a fun enhancement to traditional presentations—and the results are suitable for framing, assuming you have the space.

Will we roll this concept out at NASCC? Only if we could find the rather sizable number of artists it would take to illustrate every session—and that would be a pretty tall order. But it's a great option for smaller meetings involving a handful of presentations (or even just one) and it creates a great keepsake that allows your key messages to linger long after the fact. ■