

Live Graphic Recording

Your Conferences, Presentations, or brainstorming sessions

Live Graphic Recording is a powerful tool that captures a presentation, conversation or brainstorming session using illustrations, colour, and lettering, in real time.

It focuses on capturing the essence of a discussion and concisely recording the key ideas and messages during conferences, corporate meetings, and workshops, as it happens.

This process creates engagement and allows the participants to connect different ideas and perspectives. Often this will lead to helping develop new ideas. In open sessions, capturing contributions through brainstorming encourages focus and participation.

A Live Graphic Recording event helps participants understand, remember, and emotionally connect with what is being said in a fun and creative way. At the end of the session there is a memorable, fun, shareable visual artefact or visual snapshot that lives on, long after the event.



1. Powerful Visual Tool

Helps the memory to process complex information quickly.

They bring key messages to life and capture it in a unique and memorable way that is both accessible and engaging for your audience.



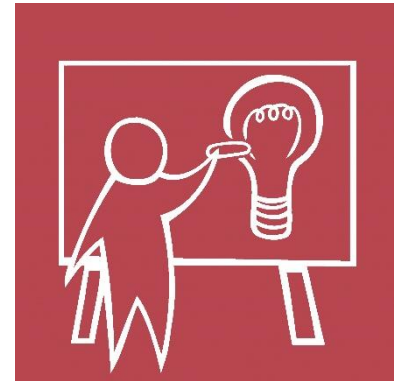
2. Captures Ideas In Real Time

A Graphic Recording happens in real time, with ideas being captured in front of the participant's eyes, as the event happens.

Ideas and content are visually captured as people speak.

Everyone at the event experiences and sees the live visualization captured and participates in the creation of it.

This connection allows participants to see more, to gain insights and finally, to be able to make contributions. Energy and enthusiasm grow as they see their inputs being captured.



3. Provides Visual Anchors

Graphic Recording is basically key points in pictures.

Pictures provide visual anchors for people to remember. It captures people's messages, responses, ideas, thoughts, and suggestions—in words, images and colour.

It essentially is a visual record of the process exploring the information presented and translating the key messages into a combination of words and images to create discussion.

This process leads to the visualisation of goals, key messages and allows for real exploration of challenges.



4. **Encourages Participation**

Making ideas visual helps focus and engage groups, which, in turn, encourages participation and retention.

It informs creative thinking and problem-solving, thereby, transforming complex ideas to simple concepts. Dry topics become rich and difficult topics become fluid.

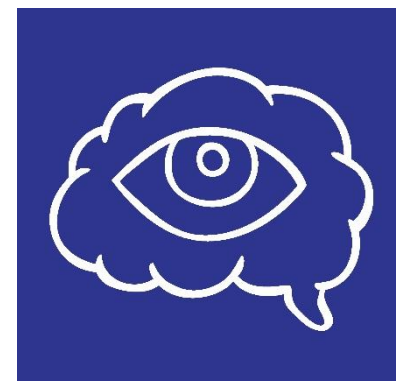


5. **Maintains High Engagement Levels**

Live Graphic Recording keeps engagement and focus levels high during conferences, corporate meetings, and workshops.

The visuals are a talking point and a way of further embedding key content.

Overall, it encourages high engagement of the audience and opens the door for new ideas, innovative thinking, building of trust, long-term commitment, action, laughter, positive energy, and a deep sense of satisfaction from participating.



6. **Creates Unity**

Because it is a shared, live experience, everyone in the room sees and experiences the same experience.

This creates bonding and unity, as well as a strong sense of ownership as there is an understanding of co-creation in producing the outcome.



7. Encourages Inclusivity

Graphic Recording helps make meetings and conferences more inclusive for those at the event, from a wide variety of demographics and culturally diverse backgrounds.

Non-English speakers or attendees for whom English is their second language, benefit enormously from visual symbology. Indigenous cultures, who are naturally visually focused, are also advantaged. Also, as most of us are visual learners, it makes sense to use visual content and a means of communication and learning.



8. Provides Permanent Record Of Event

After the event, a digitised image of the final recording is provided to the client, to keep and reuse. This ensures the content stays in people's minds with lasting effects after the event.

It enables sharing of the key messages of an event to those who were not able to be present at the time and helps to recap the event's outcomes.

The graphics can be distributed by the client, through their networks and across all social channels and this works as a highly effective means of recall, as well as the continuation of conversations long after the event!



For further information contact Comic Express.

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The Process

Step One: You Tell Us What you Need

You tell us all about your session regarding location, time frames, general topics, or themes to be covered and why you want a Graphic Recording.



Step Two: We Provide a Quote

We provide a quote for the entire event, including pre-event meetings and preparation time and post-event preparation work of the final images.

This quote is simply for the event and does not include additional costs such as travel (flights and taxis) and accommodation.

We provide paper, drawing materials etc for the event, unless the client has something specific in mind they wish to use.



Step Three: We Discuss the Project or Event

Graphic recording delivers the most value when we plan how best to integrate it with your event. In the weeks leading up to an event, we schedule planning calls with you to go over the agenda, any background / context information, and identify the best way to engage participants



It is important for us to understand the objectives and running times of the session, who is presenting and have a clear idea of the capture expectations.

We partner with you to identify clear objectives and then design and customise our process to meet those objectives.

We also research the discussion topics and your organization, ahead of time, to fully understand the context. This helps us develop images and metaphors unique to your content, so the visuals are not composed of cliched metaphors, or insensitive imagery. It makes a tremendous difference in people connecting to the graphics and feeling they are accurate to the discussion. We also tailor our graphic style to the communication style of your organization.

Step 4: My Set Up On The Day

If I cannot set up the day before, I am there at least one hour before the sessions start to set up. Having a pre-set allocated location and space is essential to make this smooth on the day.

It is during this setting- up time that I meet the facilitator (or the person running the event), any I.T. relevant people and if necessary, any of the presenters/speakers.

I work on large sheets of paper using specially designed pen markers. I draw and capture the live conversation/presentation at the times allocated

One or more recordings can be done during the event depending on what the client wants captured. This is discussed prior to the event.

The Graphic Recordings are on display during the event so the participants can see and refer to the information during the meeting.



Step 5: During the Event

I draw during the event at the time of the relevant sessions. However, I will generally continue working on the Graphic Recording most of the time booked.

Content is taken from the key notes of



presentations and discussions. I present them as linework in black, colour (often themed to the company colours or as a way of connecting common themes), engaging images/icons and literal capture of key phrases from the session.

At times, agendas can change last minute. During an event, tough discussion may push things in a different direction. Also, it may simply be that the facilitator may wish to shift the event's direction.

I am flexible to adjust to the needs of the conference and I will regularly check in with organizers to ensure the graphics are working well.

Step 6: Photographic Capture Of The Event

Once the Graphic Recordings are completed, I photograph them, using a tablet or camera and save them for digital usage.

The original artwork on paper is left with the client to have and do with what they wish. The end product belongs to the client.



Step 7: After the Event

If requested by the client, we can have a debrief of the event and its outcomes, the captured and

digital outputs and any other follow-ups required.

I will provide you with high-resolution digital versions of the graphic recordings within 7 business days after the meeting.



These can be provided in any digital format you want and are delivered by email or web transfer eg Dropbox or We Transfer

Step 8: What You Get

You get a high-quality, high-resolution colour image, for both print and web usage.

This makes sure you are getting the most from your Graphic Recording!



Step 9: Digital Image Usage

The digital images can be used in reports, shared online, or individual graphics can be isolated as stand-alone JPEGs for use in other communication materials (such as Power Points, presentations, publications, etc).

Also, the Graphic Recording can be printed as posters or educational material that can be used in-house by your organisation.



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