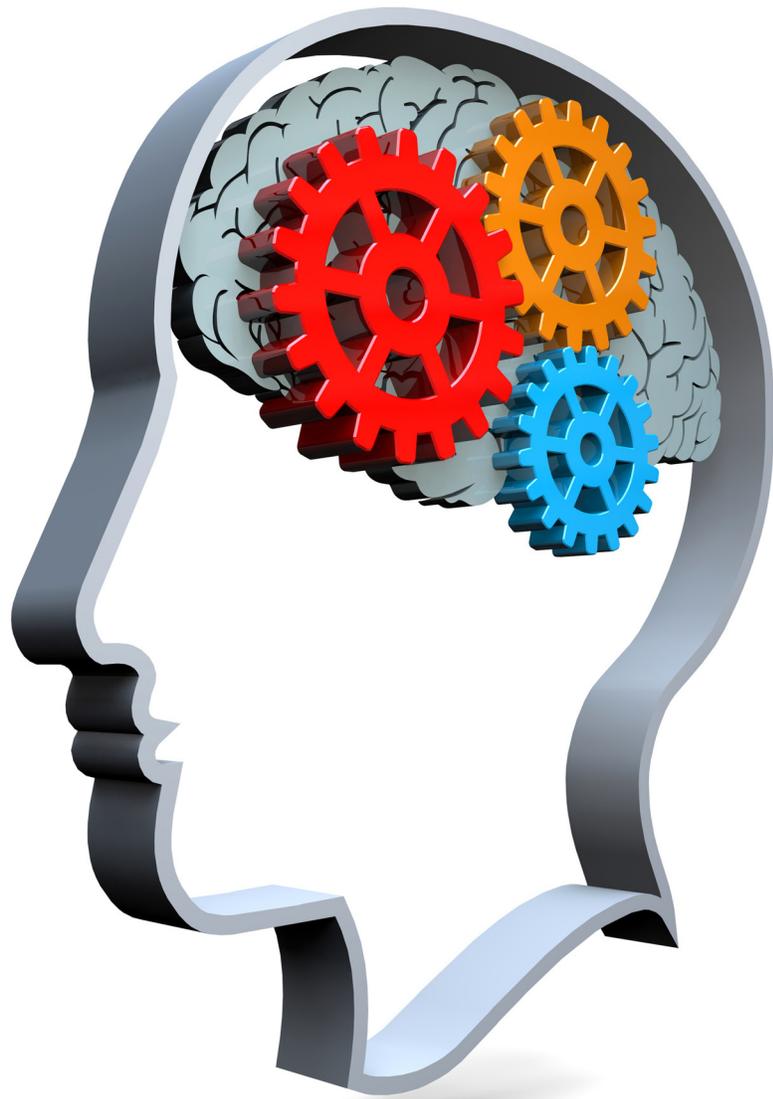


MULTIMEDIA
SERIES

Interactively Convincing

Enhancing the Communication of Ideas



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Interactively Convincing

The union of traditional media with digital technology is revolutionizing and enhancing the **communication** of ideas, as well as altering the methods used to **acquire** and demonstrate knowledge. In today's world, the ability to read and write is no longer enough; now all types of audiences must be able to (1) **understand** the powerful messaging of interactive multimedia, and (2) **express** their thoughts through the creative use of multiple content genres. Multimedia literacy is increasingly necessary for employment, skill development, and overall professional survival, as technology continues to march forward at a rapidly-increasing pace.

Enhance Communication

Effectively designed interactive multimedia provides audiences with useful methods for initial **assessment**, concept **analysis**, and rational **judgment**, leading to an open exchange of ideas. While interactive multimedia is **not** a magical substitute for the benefits of communicating through traditional hands-on methods, it most certainly enriches and increases the **impact** and **retention** of all concepts presented. Creatively utilizing [the most progressive technologies](#) can allow you to quickly engage your audience by **simply** and **effectively** demonstrating complicated ideas.

When used to deliver dynamic speaker-support your content should:

- ▶ Creatively express complex concepts, reducing [speaker anxiety](#)
- ▶ Instill a sense of **excitement** in your audience
- ▶ Present **applicable**, significant facts and conclusions
- ▶ Provide real-world **examples**
- ▶ Offer **current** industry concepts and viewpoints
- ▶ **Connect** your ideas to audience objectives
- ▶ Demonstrate forward-thinking, technologically-sophisticated skills
- ▶ Engender audience interest in **further** engagement

Interactively Convincing

Maintain Your Edge

Experienced presenters understand the importance of **regularly** developing new technology skills in order to create more persuasive content. The ability to leverage interactivity by using creative, artistically-meaningful graphics to clarify complex concepts is **essential**. Presenters must therefore be persistent innovators, continually honing the skills they use to effectively, [persuasively communicate ideas](#) to others.

Focus on Connections

In refining an **interactively-convincing** presentation, improvements should center on unlocking the audience's ability to understand and envision their own individual connection to the concept. By regularly maintaining current technology skills, and crafting presentations that leverage these cutting-edge technologies, presenters can more readily **enhance the communication of ideas**, allowing for increased artistic creativity and strengthened overall visual persuasiveness and impact.

Other Resources

- ▶ [The WOW Factor – Multimedia-Enhanced Content](#)
- ▶ [Click, Drag, Engage – Top 10 Tips for Developing Persuasive Multimedia](#)
- ▶ [And the Answer is... Game Shows!](#)
- ▶ [Multimedia for Demand Generation – Helping Leads Find You](#)