

MULTIMEDIA
SERIES

The WOW Factor

Multimedia-Enhanced Content



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The WOW Factor – Multimedia-Enhanced Content

Recent advances in technology and software are providing new capabilities to presenters, [instructional designers](#), and eLearning developers, offering simpler incorporation of digital multimedia elements into presentations and training materials. One important result is significantly **increased audience engagement**. A wide range of multimedia resources can now be quite readily utilized, including **audio** special effects and voiceover dialog; live as well as produced **video** clips; **interactivity** and **gaming**; 2-D and 3-D **animation**; and external sets of **dynamic** data; and the list goes on. This diverse world of content types can address the requirements associated with a wide variety of learning styles, thus empowering presenters to form unique **connections** with **every** audience member. The following are some of the **key advantages of multimedia-enhanced content**:

Customized Knowledge

Catering to a variety of distinct innate learning styles, multimedia-enhanced content contributes to the successful delivery of concepts to a **diverse** array of audience members. For example, **visually-stimulated** audience members may benefit most by viewing a video, while **auditory** audiences may be more attuned to hearing the message through dialog and sound effects. **Kinesthetic**, or hands-on audiences, benefit the most through interactivity, touch-screens, and informative games.

Device-Independent Portability

One key advantage to multimedia-enhanced content is that a presentation's strategic ideas can be clarified and reinforced through **independent review**, determined by each individual audience member at his / her own pace and timing, and on **multiple devices**. Many content modules are now developed employing **responsive-design** techniques, providing "device-independent" deliverables that audience members can easily revisit. Thus, the knowledge gained by re-examining content on any given platform can be coordinated across **all** of an individual's synced devices (e.g., desktop computer, tablet, and cell phone), facilitating convenient and efficient review.

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Flexible Methodologies

Current technology enables **concept demonstrations** in ways that written and traditional presentations cannot. For example, if presenting a concept on Voice Over IP, using multimedia-enhanced content you can (1) share videos of worldwide industry experts speaking on VOIP, (2) display an interactive, digital model of the protocol and (3) let the audience experience a real VOIP call for themselves.

Such [concept demonstrations](#) provide an effective method of reinforcing the concepts by enabling audiences to develop their **understanding in context**. For example, experiencing **interactive speaker support** usage during a live explanation of cloud computing, while also concurrently **witnessing** cloud computing being creatively leveraged by the presenter, demonstrates actual **application** of the concept.

Teamwork

Advances in **social networking** can enrich presentations by providing opportunities for **direct access** to both the presenter, as well as multiple audience members. These interactions may take place locally, but can also greatly benefit from the inclusion of participants from **distant sites**, resulting in the temporary (or perhaps more lasting) formation of a world-spanning team. For example, internationally located guest presenters may be enlisted to contribute content, adding culturally diverse insights to the discussion.

Local Crowd Sourcing

Mirroring the on-line, distributed problem-solving model, **local crowd sourcing** enlists audience members to **contribute collectively**, with the goal of achieving **mutually-beneficial** objectives. Concepts and issues are shared with the audience, leading to an open call for responses. Audience members share problems and propose solutions, elevating the discussion and expanding audience participation. Such **engaged** audiences demonstrate **significantly higher** retention rates.

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Top 7 Tips for Developing Captivating Content:

1. In advance of your presentation, develop your message **in detail**; then focus on producing **interactive representations** that use engaging techniques to convey concepts that meet your overall goals.
2. If referencing and displaying sites on the Internet, remember to navigate through each site ahead of the presentation to load it into cache memory, and speed playback. If possible, when planning your presentation, select sites with **simple navigation**; also consider assembling some **discussion points** to overlap download times.
3. When presenting with video, choose **short clips** that are tailored to the ideas that you'll be sharing. A brief video can stimulate audience interest and quickly help clarify difficult-to-understand concepts. Also, be sure to thoroughly review and fine-tune all presentation **equipment** ahead of time. Select **lighting** placement for optimum viewing, and organize the room's **seating** accordingly.
4. It's often helpful to establish a **point-of-focus** for the audience's interaction with your multimedia-enhanced content. To do so, at the beginning of your presentation, set forth the critical questions your presentation will address, and propose an approach for assessment.
5. Formulate your **opening** content to trigger the audience's **pre-existing** knowledge by using a simple **interactive** demonstration that presents an overview of your subject matter. For example, begin with an interactive module that explains vocabulary associated with your concepts; then invite audience participation. Solicit **predictions** about your listeners' expectations for what your presentation will cover, and then use **collaborative activities** to get the audience engaged.

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6. Utilize multimedia-enhanced content one section at a time, carefully **guiding** the audience's experiences. Use frequent **pauses** to manage pacing, evaluate audience comprehension, refine essential concepts, and allow openings for the audience to make connections. Consider using **repetitive reinforcement techniques** to enhance the audience's critical thinking, clarify the particulars, and prompt increased retention.

7. At the close of your presentation, introduce opportunities for audience **discussion** and **examination** of the message, an initial appraisal of concepts, and review of your performance. End with a final **interactive closing activity** to apply, demonstrate, and reinforce your core concept.

Multimedia-enhanced presentations that are thoughtfully and artistically designed, merging creative interactive elements with meaningful dialog and an inspiring messaging, can be extremely **effective**. Whether you're showing a video clip to your entire audience, or encouraging individual interactions, producing **compelling** multimedia resources to convey your ideas provides you the unique opportunity to have a more profound **impact**, increasing retention and enhancing the overall understandability of your content.

Other Resources

- ▶ [And the Answer is... Game Shows!](#)
- ▶ [Click, Drag, Engage – Top 10 Tips for Developing Persuasive Multimedia](#)
- ▶ [Interactively Convincing – Enhancing the Communication of Ideas](#)
- ▶ [Multimedia for Demand Generation – Helping Leads Find You](#)