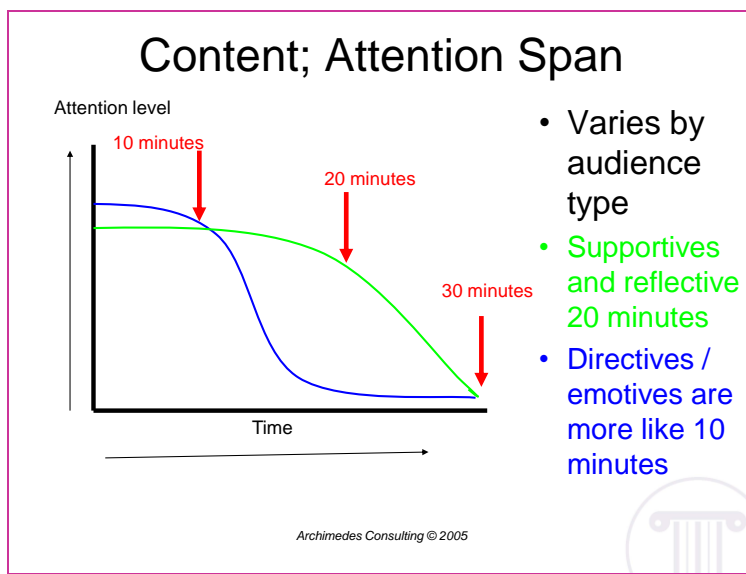


Less is More

In the fast moving 21st Century everybody's attention spans are declining, it's a function of the increased amount of inputs available to us to distract, entertain, amuse and challenge us. Even at the best of times the human brain can only absorb so much. On average people can absorb 5-9 pieces of information at any given time i.e. the brain can hold only about 7 items in short term memory.



You will therefore lose an audience's attention pretty quickly unless you are doing something specific to stop their attention waning. You should almost view it as several micro presentations with interest spiking activity in between each segment. There are numerous ways you can achieve this, here are a few ideas:~

- Vocal changes; Change of pace/ pitch tone
- Physical movement (to another location on stage)
- Different media (flipchart/ video)
- Different presenters
- Impact devices e.g. e.g. Audience participation or rhetorical questions