

# I Can't Remember %#&\$!

The fascination and frustration of what audiences might remember about your presentations

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Business decision-makers are constantly bombarded with messages and presentations. How do they cope? They ignore most of them. This presents a serious problem for those of us who need to convince our audiences to pay attention and ultimately take action. Attend this general session to learn three actionable strategies that will transform your content so it gets noticed and remembered. If you're looking to rev up your message or delivery style, come and learn about the latest research findings on what an audience finds memorable, what they act on, and what this means to the design of your content. Some of the findings will surprise you. Specifically, after this session you will be able to:

- Make any presentation content more memorable
- Immediately apply practical techniques
- Replicate examples from Fortune 500 companies, who have revised their content based on the techniques presented in this session

*This keynote was created because of one sobering reality: good presentations must be stimulating presentations. They must radiate, they must inspire, and they must last. After this session, you will indeed be able to create presentations that endure.*

