

TUESDAY ♦ 3:30pm
GOING PLACES

BackChannel

How audiences are using
Twitter and changing
presentations forever



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Armed with laptops and mobile devices, audiences are utilizing the “backchannel” of conversation now prevalent during live presentations in conference halls, corporate meeting rooms, classrooms, and even church pews. The Twitter phenomenon has created new opportunities—and issues—for audiences and presenters, as presenters are no longer just speaking to the people in the room, and audiences can offer immediate feedback and commentary on a presenter’s message. In this session, you’ll learn how you can embrace the changes as you work with them toward new, more effective form of communications. Topics will include:

- The surprising ways audiences are using Twitter during live presentations
- How to present when your audience is looking down at their laps
- What to do when you face a virtual heckler
- How to tailor your material for a backchannel audience

This workshop is for anyone who gives presentations where audiences may use Twitter and other forms of social media.

