A Content Marketing Institute webinar broadcast on 2/1214sponsored by Adobe, featuring:

- Joe Pulizzi, Founder, Content Marketing Institute, @JoePulizzi
- Dr. Carmon Simon, Co-Founder, Rexi Media, @areyoumemorable

Alma: Hello, and welcome on behalf of Adobe and our partner, Content Marketing Institute, to today's webinar, "How to Deliver an Immersive Content Experience Using Webinars." Today's webinar is powered by the Adobe Connect web conferencing platform.

Just a couple of housekeeping items before we get started. The session is being recorded, and everybody will receive a link to the recording just after the webinar, via email. If you'd like to ask questions during the session, feel free to simply type them into the Q&A pod located on the left side of your screen.

If you would like to learn more about Adobe Connect for online meetings and content marketing events, we are offering a short, ten minute introductory demo immediately following today's presentation. I will be providing a link to that session at the end of the webinar.

Now I would like to introduce our moderator for today, Joe Pulizzi. Joe is one of the world's leading experts on content marketing. He's an author, speaker, and a founder of Content Marketing Institute, which hosts the largest content marketing event on the planet, Content Marketing World, and also publishes *Chief Content Officer* magazine.

He has spoken at more than 200 locations, and ten countries around the world, advancing the practice of content marketing. We're glad to have Joe with us here today. Welcome, Joe.

Joe: Alma, thanks so much for having me. Really, really appreciate it. Thank you everyone for attending today. I hope you're staying warm. It is awfully cold here in Cleveland, Ohio, but hopefully we'll be able to bundle up and get through I guess what we're calling the polar vortex these days.

I just have a few announcements before we get on. First of all, I wanted to say thanks to Adobe for making this possible. We really appreciate their partnership. I did want to talk about a couple things we have going on, but first,

for those of you who don't know what the Content Marketing Institute does, we're all about training and education around owned media channels to attract and retain customers.

We do this through our events, through our magazine as Alma was talking about, *Chief Content Officer*. We do provide training and advisory for mostly Fortune 1,000 companies around the world.

Just to make sure you're all aware of some upcoming events, we have Content Tech, which is our virtual event all about content marketing technology. It's free, and it's coming up on February 26th. You can sign up on the Content Marketing Institute site. Just click on "events;" you'll go right to it.

For those of you Down Under, we'll be Down Under. Content Marketing World Sydney, 31st of March to 2nd April. We've got a fantastic line-up. We'd love to see you if you're in the Asia-Pacific arena.

Then of course as Alma was mentioning, the big show, Content Marketing World 2014, September 8th through 11th. I did want to mention, we just announced Content Marketing World Executive Forum, which will be in San Francisco at the end of May. You can check that out on the events site as well.

Without further ado, I'm very, very excited to introduce Dr. Carmen Simon as your speaker today. I've had the pleasure of watching her in action, and I love the way that she does online presentations. She's going to have a lot to offer you today.

I do want to announce that what Carmen's going to be doing is giving away a couple passes to her workshop coming up in San Francisco later in February. She can give you detail about that. It's a $2,000 value, and she will be giving those away today for those people who are interactive in our immersive webinar session today.

Just a little bit about Carmen. Dr. Simon is really changing the way people do webinars, and she's really trying to evangelize that practice. She is a double doctorate in distance education and psychology, and is a former lead of AT&T's learning and development program.

Really super excited to have Carmen on board. Dr. Carmen Simon, welcome to the webinar today. I'll be hanging around with you, moderating.

I do want to mention one more thing. If those of you that are on Twitter today, you can use the hashtag #CMWorld if you want to pay attention on what's going on on Twitter. That's #CMWorld.

It's going to be tough, because Carmen, you're going to be doing a lot of interactive stuff today on the webinar. Let's bring you on board and let's talk about webinars.

Carmen: Joe, thank you so much. Welcome everyone. Thank you for taking a few minutes away from the cold vortex. I like that phrase that you used. We're focusing on brain science, and how to use some of these principles, converted to plain English, in order to do better content marketing.

For those of you who have been to Amsterdam, you may have seen a hotel called the Hans Brinker. Or maybe you have heard of it. I'm going to play a short video and show you how the Hans Brinker does their advertising in order to attract guests to their premises. Here's the Hans Brinker.

[video playing with non-lyrical/non-verbal singing, 04:52 to 05:22]

Carmen: As you can see, not a whole lot happening on their premises. In fact, this property is not embarrassed to admit anything that is missing from their property.

I've been impressed by their campaign, just because ever since they started advertising their premises this way, announcing absence versus presence, they have been doubling their occupancy. We're impressed, as communicators and scientists, that anyone who manages to get anybody's attention. How many of you can say you've doubled anything in the past year or so?

How is it that they can capture us and get us to pay attention? We are excited to answer that question from a scientific approach. We use brain science in order to analyze how the brain processes information, how we as humans decide to pay attention to things, how we remember, and most often forget, and how do we make decisions on behavior change.

As you're looking at my screen, you can see there's three mandatory elements that you as communicators, marketers, trainers, and any business where communication is mandatory must have. Those elements are attention, memory, and decision making.

When you combine these three in anything that you do, you are more likely to get some behavior change out of your audience. Whether it's attracting new customers to your product or ideas, whether it's sustaining the current ones that you have, you need all these three in order to get them to change in some way.

Obviously, it's easier said than done, because often let's just say attention, for instance, attention is selective. It's a zero-sum game. We don't pay attention to everything that is in our environment. We pick and choose, and it is up to you to force us, your audience, to pay attention to what is important to your message.

Where memory is concerned, people forget almost as quickly as we tell them things. In many business presentations, and webinars included, people forget 90% of that content almost as soon as they close the window. It is up to you to enable them to remember, especially when so many messages are alike. Especially if you are using PowerPoint or some other information tool that is similar, quite often people forget our content, just because it is similar to other content they have seen elsewhere. It is up to you communicators to enable them to remember what is important to your cause.

The proposition and the bold claim that we make is to invite you to imagine, what if you could control the 10% that they do remember? We are humbled about the memory capacity and how limited it is, in the sense of how much we retain after a while. What if that 10% was deliberately under control? What would that do to your content and to your business?

Where decisions are concerned, we know that those are not easy either. Especially the more that we share with our audiences, and sometimes in webinars we tend to pack a lot of information, the harder that decision is. You see as you're looking and you're managing these three things, you get closer to action, but it's not small feat indeed to focus on these.

This is why we look at scientific research and wonder, how is it that we can impact these using brain science? The promise that we have made to you in the webinar description for today is to look at interactivity, the importance of design. How critical it is to move from person to persona, or the other way around, and how do you measure or monitor whether you have done these correctly in order to get that, and therefore to get to this.

That is our promise for today, so let's get started. Especially when it comes to interactivity, a lot of people are reflecting on webinars, and they're thinking they're not interactive enough. They're not engaging enough.

By far, the easiest way to add interactivity to a session is to ask a question. However, not all questions are created equal. When we analyze thousands of webinars, and we have done so at Rexi Media because we have been applying brain science for a while in terms of how people process information, and how they get engaged, and how they change behaviors, especially in a blind medium like this.

And realizing that the presenters who do have the courage to allow some empty spaces for participants to contribute with their own knowledge, they create a high level of interactivity. But to the questions that they ask, that level of interactivity is sometimes lower than other times.

How do we elevate the way that we interact with our attendees, the ones that we do not see? Let's look at three question types that you can ask others and increase the way that you engage them.

Let's just take the movie *Avatar* for instance. Notice the difference that the brain has in terms of processing these three question types. If I simply asked you these factual questions, there are right and wrong answers, and there isn't really a whole lot of places that you can go after a question like this.

Notice that if I move away from factual, and I employ more convergent question types, now I'm creating a little bit more exploration and a little bit more higher level of engagement. These are not necessarily right or wrong answers. They do have a finite range of accuracy, but there's still, we invite a little bit of bigger or better processing in terms of how the brain operates.

I can take it to the ultimate, and notice how as I progress through divergent questions, these involve the imagination or the intuition a little bit more. They move away from the simple comprehension of a topic to something that invites a deeper level of processing.

Can you see that if you are part of our audience, and you are being asked this question, can you sense how your level of engagement would change? Here are the characteristics of these three.

When you go factual, everything is fairly straightforward and there aren't many places to go after that. When you progress from that to convergent, and you appeal to people's sense of understanding of the content, people generally tend to agree on those concepts.

That's good to a point, but if you want to take it even higher, now as you employ these different divergent question types, notice how as people explore various alternatives and they use their imagination, your brain is involved a lot more. That means you can sustain that for a while. That means you have a higher level of engagement.

I'm wondering, and I'll bring up a public chat box because I so enjoy seeing people's responses in real time. I would love to know in your session, where your own content is concerned, how do you employ these three question types?

Here is a chat box for you to contribute, so that everybody can see your answers. As you look at these factual, convergent, and divergent question types, give me examples as to what questions can you ask of your own participants to increase the level of interactivity.

I can see that many of you agree that all three would be beneficial. As a pattern, I'm noticing that you're staying mostly factual. I would love to hear some concrete examples of these types of questions.

"Can you recommend a solution to the problem?" I like that question, because that can range from here to here, especially if the solution to the problem is not that obvious. If there's a finite range of accuracy, people will tend to agree, and they'll say here. If they aren't, then you're inviting a lot more brainstorming. Then you really have a deeper level of engagement.

I'm enjoying Dave's answer here. He says, "We asked how many participants are part of one category or another." That's definitely factual.

"Who can share an example of X?" I like that. Those would be mainly from in between these two categories.

I'm enjoying your responses in here because you're acknowledging that while you're staying in a certain category or another, you're also acknowledging the fact that welcoming another question type would definitely change the level of interaction.

Thank you so much for your responses. As we're looking at your ability to use the chat box, notice that we are asking those three types of questions by taking advantage of merely using a chat box. Imagine if you were getting this type of interaction with one chat box. What would happen if we had two chat boxes?

In a few seconds I'm going to change the screen for you, and you will see two of them side by side. I will invite you to be part of a debate, a debate that is quite often on our minds. iPhone versus Android. Take a stand on either one and type in your observations as to why you would pick one over another in either one of the chat boxes.

I'm smiling because of the patterns that we see in the iPhone box, but for those of you in the Android one, you're staying strong. As the chat boxes become balanced, notice how now our eyes are shifting between one versus another.

Let's just say that somebody was joining the session to decide which one to pick. Now you have a balanced conversation going on. I'll leave this up for a few seconds, and I want to encourage you that in your own sessions, as you're using a virtual platform such as this, you can take advantage of two chat boxes to invite some healthy debate.

Now the level of interactivity is elevated, because people enjoy displaying their own opinion, and they enjoy taking stands. Usually we have an angle in terms of a topic, and we like to showcase it. As we have this great balance between the two, notice how it's very difficult to look away.

As we talk about the importance of getting people to remember the 10% that is important to your cause or to your message, one of the reasons people forget that is because they don't pay attention to information in the first place. When you make them almost impossible to look away, now you have that attention, therefore a higher chance of memory, because you are staying glued to the screen versus going somewhere else.

It breaks my heart to take this away, because I'm enjoying your comments in either one of the screens. As this was recorded, and let's say somebody [audio cuts out 17:04] make a decision between those two, they could come back and analyze your comments. Thank you so much for entering those. I'll remove the chat just briefly.

The point is this. As you want to elevate your interactivity levels, consider not only the question types that you ask, but also in what format. We so enjoy virtual platforms that allow for flexibility in including that type of interactivity.

Of course, chat boxes are a lot of fun to make, as you could see. You get a lot of creative responses, and people are very innovative and a lot more daring in the chat box. Sometimes especially for larger groups, you want to restrict

those types of responses. You still want to have a level of engagement, but you want it in a more controlled and organized way.

In this case, polling questions definitely helps. The same rule still applies in terms of question types, because they are polling questions and there are polling questions. For instance, just like you were saying in the chat box earlier, sometimes all you simply do are staying factual, and you're asking people where they're from or in what area they operate.

For instance, I could stay very safe and very factual, very much like this, and simply ask you which region are you from. In fact, I'm actually curious to know which regions are you accessing this webinar from, so I'll in fact leave this for a few seconds, just to see the variety of participants that we have on the session.

Keep in mind this is still factual, this is still safe. Because it is factual and safe and fairly predictable, it may not be as attention grabbing or offer you a sustained engagement as other polling types that we will see in just a few minutes.

I see that we have a fairly balanced audience in terms of regions, which the northeast being prevalent here. I'm enjoying the fact that we have almost an equal amount from southeast and the middle west as we do west and even international viewers.

Great balanced group. Imagine we're staying factual, and here is another factual and juicier polling question, but still at the safe and predictable level. I'm curious to see your responses for this one, just because I want to know how they match against more universal statistics, according to which, and so far, let's see, almost there. Your answers are confirming it.

One in four choices is vanilla, while only one in nine choices is chocolate. Your answers right here in the polling question are confirming that.

I display those just to show you that as you mentioned earlier, you're staying factual, things are fairly predictable. Yeah, you might get a fairly good level of engagement, and to the extent that you're acknowledging the numbers that people have given you and you do something with those, very much like I placed your statistics for instance within some higher universal statistics, you are more likely to get continuous response with those kinds of questions.

We're saying why keep them dry, and why keep them safe, when you can do something differently about them? I'm going to show you how to elevate that

level of interactivity when you're using just simple polling questions by the question types you ask.

Now as I switch the screen, notice how these polling questions are definitely different than the typical ones that you see. I'm very intrigued by your answers, and I want to know where you're going to take these polling question types.

As you're responding to these, I see a few questions coming in in terms of technical approaches to polling questions. With this virtual platform that you're seeing used right now, it takes exactly 18.2 seconds to set up a poll. It's very, very fast, as we'll demonstrate in just a few minutes, because I'll ask you what polling questions you would like us to run, and we'll do so very quickly.

I'm very pleased with this platform in the sense of the flexibility that I have in terms of posting multiple polling questions all at once. Very much like I'm doing here, because I want to make the point that you can change the question type that you ask in a polling question. Notice how it makes a difference in the way that you're answering them all side by side.

I'm intrigued by the fact that quite a few of you have seen a ghost. Twenty-two percent of our audience. That's a solid response right there. I would love to meet some of you and ask some questions.

I'm grateful that most of you have not gone without a shower for two weeks, but there are some who have. To those, I congratulate you for being honest and admitting it. I'm very impressed by those who have swum in three or more different oceans. A few of you are on your way there, 5% of us are still aspiring at that goal.

My favorite question about flossing here, and I see that there are some that are not even enticed by the idea. My respect for those of you who have admitted yes.

Thank you so much for these answers. I'm enjoying them just because the point we're making is this. If you want a high level of interactivity, you can get it by simply changing your question type. Yes, you can stay safe and you can stay predictable by using factual question types, even in polling questions. But notice what happens when you're shaking up the questions a little bit.

I'll demonstrate the progress and our level of engagement right now. For those of you who have pets, and based on your responses now, quite a few, the audience is almost divided in half. I'll leave this up for a few more seconds. I see that the pet owners are exceeding the non-pet owners' numbers. That

keeps going up. We can say that more of you have pets than the rest. That is one question, staying factual and safe.

How about this question right here? For those of you who are pet owners, about 60% of us, how endearing are you towards them, and how much are you treating them as almost a life partner? Notice that based on the responses that you're seeing here, we enjoy accepting those furry beings as life partners that we would not mind saying "I love you" to.

Highly elevated question from the previous one, but if you really want to push boundaries just a little bit more, how about this question? Notice that regardless of your answer, it is very difficult to look away, just because you have taken it a little bit further than people may have expected it. Now you get an audience that is glued to the screen.

I'm impressed that we are almost 50/50 in terms of responses. That can have intriguing implications about our treatment towards our furry friends. As psychologists of course, we can make different assumptions and inferences based on this.

The point I'm making is this. As you push the question types a little bit more and go beyond the predictable, you have additional attention. Let's bring it back to the business world, because obviously in your webinars, you may not be speaking about pets all the time but you will speak about business issues.

Notice how even here, I'm going to show you continual polling questions that, with each one, you get a higher level of engagement where the brain is concerned. Let's just say a benign question like this, do you like to manage people. I see that this is an intriguing response. You're favoring the "sometimes" portion.

Many of you acknowledge the fact that it's not always easy, maybe, to be the manager of others. If that's the case, let's just say that sometimes you are managing others, how about this question? As you choose that role, and you know that sometimes it has advantages and disadvantages, do you know how to measure your effectiveness in that role?

For the higher majority of you, you acknowledge that you're pretty good at metrics and measuring that. Thank you for those responses. Congratulations on those who do have a handle on metrics; not an easy thing to do.

How about this? Notice that we're admitting that sometimes we like to manage. More often than not, we know how to measure our own

effectiveness. However, we're also very humble in knowing that we have misjudged other people.

I'm intrigued by these responses, because noted that in the previous polling questions, the serious ones that were related to business, the answers were fairly balanced in terms of the options that you had. Here, there's no question where the majority of the answers are going. That is very humbling, and I have all the respect for those who have told us a candid response.

How about this question? All four that you have seen are related to each other, because quite often, we look at others and we judge, or are humble enough to know that we misjudged. But how often do we look at ourselves in the mirror and notice different things?

The fact that you check yourself out in mirrors is a good step. Yes, it may admit to our vanity, but the fact that we're daring to look at ourselves, and hopefully, there is a deeper step after that where we draw some conclusions about ourselves as we do about others, then we're heading in the right direction.

See, with a progression like that, what I'm demonstrating is the fact that we can bring these polling questions into a business realm. Not using just one factual one every so often just because somebody says, use a virtual platform that is so great to use polling questions, and you can add interactivity.

Notice that there is interactivity and there is interactivity. If you are really daring, and you want to push the platform a little bit more, use those in a continuum. The deeper that you go with those kinds of questions, the higher the level of interactivity.

The more you're giving people the joy of getting it, the more they stay involved. If we go back to the Hans Brinker campaign, notice how they give you a second to draw a conclusion about what it is that they're saying. The minute that they engage us that way and they give us the joy of getting it is very much like we were doing with those polling questions.

Now you're involving the brain in a different way, in a much deeper way. Therefore the attention is stronger, and the memory for those moments is a lot deeper. This is why we're providing you with those unusual polling questions, and you've seen a few.

I'll bring back that chat box, because I would love to know, as you're reflecting on your own content, how are you transforming this principle for your own

content? How could you use some of these techniques where your own content is concerned?

Can you give me some examples of what would be an unusual question for your content? Something that is unpredictable. Something where people would think, "I didn't even consider looking at this issue this way."

Oh, I like how Rhonda's going for a geography question. Oh, I like where Mark is going in terms of how many accidents have you been in. Mark, I think you may already have some responses from some other participants, considering that "11" might be a response to you.

I'm humbled by Carmella's question in terms of, have you multi-tasked more than once during this call. As we know, quite often we look at webinars as opportunities to multi-task or switch between the tasks, to use the psychologically correct term.

"Have you shared your password with anyone?" I like where Liz is going with that question. When you're talking about a service that you don't provide, I'm enjoying that question because sometimes when we ask the opposite of what people expect, it can be just that simple.

Consider this. As you look at the types of questions that you ask, either through chat boxes or polling questions, wonder this. What if I asked exactly the opposite? Where would that take me?

I like questions around weaknesses. And having your assumptions overruled; some of these questions are very heavy, very potent, and definitely destined for attracting extra interactivity, therefore attention and memory.

How often are you wrong? Notice that as you're looking and scanning through those question types that are suggested here in the chat box, we get drawn to those that have negative words, or to those that have emotionally charged words.

The reason those require extra attention is because when we see negative items, the brain goes into problem-solving mode. As a result, you have extra attention and extra memory.

I like Andrea's debate about blonde or brunette. On that note, I'm going to remove this just briefly, so we can focus on some of the polling question items. This time, I want you to consider this. When you're offering your audience some question types, whether it's through a chat box or through a

polling question, you are the one in control. You're the one who had suggested what those items should be, what the questions should be.

Imagine this. If you were to enable the audience to say, "I want for the rest of the group to answer this question, I want them to answer my question," what would that be? The reason it's important for attention and memory and decision-making is because anytime we stop to generate content, we remember that content even more than what other people are telling us.

This is about content marketing, and we like to teach others, we like to show them things. Be open to the idea that they too have a voice, and the more that you allow it to be part of your webinars, part of your sessions, the more memorable the content for that piece is going to be because they self-generated it.

As we were talking about blonde versus brunette, use the chat box once again and tell me a few polling questions that you would like me to run for you right now.

Anything from "clothed to nude." That might be applicable to virtual presentations, because who knows who's behind the microphone.

What questions can I put in the polling question for you, and you will be intrigued by others' responses? I see "Coke or Pepsi." Some of the juiciest ones are "have you ever," so start your question with "have you ever" and we can run some of those polling questions.

I see a few that are emerging here, and I'm going to generate them very quickly here on the side. One of them is, have you ever fallen asleep during a webinar? I'm curious how many of you feel about that.

Because this is a pertinent question [inaudible 33:47] content marketing, one of the keys of course is to make sure that you always address trends. Here is one for you.

Since we've talked so honestly and candidly about many of the other topics here, let's see what your responses are there. I'm going to do one more that you have suggested. Notice that the pokier they are, the more engagement they will attract from you.

What do you think about this one?

So see, at least in these cases, as you're responding to these questions . . . I'm smiling at some of these questions coming in. I have got to do one more, because they are just too intriguing not to find the answers to. This is research since we have over 200 people on the call, and statistically speaking you would need at least 100 people to make a difference and to be able to make at least some remarks.

If somebody [inaudible 35:05] research around your responses here, they would [inaudible 35:08]. How about this?

If we ever wonder why is it that we can't get people's attention during our content marketing webinars, pay attention to your responses here and just know that sometimes, your audience might not be in the proper state of mind to assimilate the new information.

Just know that while smoking marijuana lowers your IQ by only four points, multi-tasking lowers your IQ by eight points. It's better to have attendees who have indulged in some recreational drugs than it is to have attendees not focusing on your screen, doing something else.

Thank you so much for your responses here. I'll remove this just briefly. The point we're making is this. Allow your own audience to generate some of these polling questions that they are curious about, and I guarantee extra attention and memory, because we tend to remember a lot more of that which we self-generate.

Speaking of tailoring things to your audience, just know this. Quite often you can use some of these polling questions in order to allow your audience to dictate the course of the rest of the webinar.

Imagine, let's just say that your content was about security management of some sort, or cyber-net security, and you had six topics to cover but your webinar time would only allow you for three. Invite the audience, through a polling question, to determine the course of the rest of the session. I guarantee continued attention, because we tend to pay attention to that over which we take ownership.

If you customize and tailor the content that way, you'll make it a lot harder for those people to look away because they are the ones who chose the topics. It's not easy to do, because obviously you have to have way more material than you present, but in terms of rewards you'll have the ROI.

I would say ROA, you'll get a return on attention. It is definitely worth it, because the skill of the future for all of you, whether in content marketing or whether you're focusing on other fields, will be this.

It's not the volume of content that you can impart with an audience. It's how customized and how personal can you make that content be. If we're talking about the level of interactivity, especially as you use more virtual platform tools and you use webinars in order to do that content marketing.

You'll get to a point where you're so comfortable with conversations and chat boxes and polling questions that you'll reach a point where you'll even ask, do I even need slides in order to make that point?

With the chat interactions that I was showing you, with the polling questions, and of course in many of these virtual platform tools you have a whiteboard and some annotation tools. You may see my arrow going around the screen and pointing to things.

Between any of those, sometimes you can escape that "death by PowerPoint" approach and focus more on interactivity. As we summarize this first point, notice how with so much interaction, especially as you have the courage to switch between these factual, convergent, or divergent and sometimes more daring questions, whether they are in chat boxes or polls, and you allow your audience to generate their own content, and you have the position to tailor that content to where they want to take it, not where you always want to go, between any of these I guarantee extra engagement.

As a result of that, people will pay attention. As a result of that, they will remember. As a result of that, they will find it easier to make a decision. As a result of that, you will change behavior.

Before I move onto the next session, Joe, are you noticing any other questions or do you have any reactions as I'm speaking about this interactivity element?

Joe: No. It's interesting. It's amazing to see the kind of interaction you'll get that you wouldn't be able to get at a live presentation, because people I think are a little bit more open because it's seemingly anonymous.

Carmen: Exactly.

Joe: Yeah. Just a couple questions on this one, before you move on. This is an amalgamation of some of the other questions. If you're presenting and you

can do this, that's great. If you have guest presenters, does it take a long time to train somebody to do this kind of stuff?

Carmen: You can train them very easily, because you notice how quick it was for us to put together some of these polling questions. It's not about the tool. The tool is really transparent. What it is about it is this thinking device that you adopt.

To the extent that you can tell other people how to think differently about your content, you can have as many guest speakers as you want. Let's just say prior to our session, you and I were having a conversation and I would say, "Let's just put the envelope a little bit. What could we ask that's not at the factual, predictable level? Can you think of some questions you can ask that would take them to the unexpected? Can you think of questions that would almost ask the opposite of what they expect?" In a few seconds, by prompting you to think a little bit differently, quite often going the opposite direction, that would immediately change the level of conversation we could have with our audience.

Joe: Mm-hm.

Carmen: As we move on and we pursue this journey of how do we get to control, deliberately impact the 10% that people will remember about your content as you engage in content marketing technique, and we're convinced that these three elements help in order to change behavior, let's get the design element.

I consider that of utmost importance, just because let's take the example of this woman who had bought her first iPhone. This is way back when they first came out. She took it out of the box and she said, "You know what? At that moment I realized that even if it was broken, I didn't care. It was that beautiful."

She was so taken by the aesthetics. I smiled at your debate of the iPhone versus the Android, just because if you hear iPhone users, they don't say, "I like my iPhone." They use the phrase, "I love my iPhone."

Ironically, the first four responses that we received in that chat box were exactly that phrase. It doesn't matter whether it's the iPhone or some other phone type. The point we're making is this. Aesthetics are starting to play a bigger and bigger role in anything that we sell, and let's admit it, we are all in sales through anything that we do.

As you create content marketing webinars and as you teach others many things, consider that the aesthetics portion is very, very important. People are enjoying things a lot more in terms of having other products appeal to their

senses. Anything from drinkable art, for instance, from statues that are created in the sand, from things that are perishable in a way, we [inaudible 42:05] beauty behind that.

For instance, I'm so impressed by this guy who does drawings in dust on a windshield. Even though these things are going away very fast, ultimately they're all dust in the windshield, we enjoy the sensory experience.

Look at chefs for instance. They spend 45 minutes to an hour cooking this beautiful meal, and it takes us what, seven minutes, or if our date is boring even less, to eat it? Yet we still enjoy the sensory experience. I want to invite you to think of you content in your webinar as this.

Imagine that what you have right now is just a piece of butter, almost fading away. You have a few choices. You could serve it as is, and sometimes your content is very logical, sometimes it's technical, sometimes it's very complex. It is what it is, and you can serve it up just like that.

Obviously, many of you are in marketing. For those of you, I notice quite a few of you are in training and sales and product demos that you're doing. That polling question helped in the beginning to frame a few things up. You can focus on form a little bit more.

When you bring these two together and add the feeling on top of that, so you have this powerful combination of function, form, and feeling, now you're creating a different experience in your webinar to whatever content it is that you're displaying.

Because my aspiration for you would be this. As you want people to pay attention and to remember and to make decisions, I would want your own audiences to say, not that, "I like that webinar." I would want your own audiences to say, "I loved that webinar."

You can do this a lot more if you take time aside to focus not only on the content that you produce, but the design of it. You're noticing that there are some factors that have an influence when design is concerned. One such factor is complicity.

If you're looking at trends that are taking place around you lately in terms of design, are you noticing this favoritism towards simplicity? Where we have these giant spaces, but only a few things that are being brought to focus.

Even if we return to that Hans Brinker campaign, notice how they too are attracting our attention by doing more on essentials and less on excess. You can do the same in your virtual sessions by simplifying the design, and every so often--not all the time, because people still enjoy complexity and you have to establish credibility--but every so often simplify things.

I'll show you how even in this screen, I'm going to switch it very fast, and in this screen right here all you have to answer is one question that is placed discreetly in the corner. See now how just simplifying everything, I'm enabling you to focus on only one area. Now our conversation is going to be filtered and focused on one aspect alone, because there isn't anything else to distract you.

I'm enjoying your responses here. Anything from nature to your families to museums that you visit and magazines that you read and love that you make, skiing that you engage in, especially right now as you're watching the Olympics and maybe are getting some extra inspiration. Just as I said that, the word "Olympics" came through.

All of these that you're mentioning here are sources of inspiration. I love to see that spouses are part of that process as well. The point that we're making with this screen is that notice when you have simplified, and there's only one discreet area where you're engaging with your customers, can you see how beautiful that is?

Because quite often, the scientists will get this question of "well, what's beauty and how do you really measure it." You can measure it by noticing people's reaction to it and how you're appealing to the senses, and also how much you can simplify every so often--and I insist on that phrase--every so often, so that the brain goes from complexity to simplicity, and can really focus.

One of the reasons we were saying earlier that people forget things is because they don't pay [attention] in the first place. Right now that type of simplicity, you ensure sharper focus, therefore sharper attention, therefore better recall.

Of course you always have this question between how simple can you make something, especially if you're dealing with highly complex content, sometimes it's technical. You know that some people really do enjoy that complexity and they do need that substance.

What I want to remind you of is this. The brain needs complexity and simplicity in the same session in order to distinguish and appreciate the two. Because if

everything was simple, people would walk away and say "Oh, it didn't have enough substance." If everything was complex, they would get overwhelmed and look away. When you have this varied rhythm, that's what keeps people engaged in your sessions.

Because you see, we wouldn't appreciate a simplified screen like this unless we knew the complexity from which it came. In order for the brain to appreciate the simplicity that you have created, it has to perceive some complexity so that it can really appreciate the efforts.

When you have simplified things, one of the things that you can do is perfect the quality of that which remains. If you look at Ferraris for instance, they have less car parts than other cars, but the quality of those parts is [inaudible 47:25] any other cars.

Notice the before and after from this presentation, for instance. This is a B2B example. Notice how the design was fairly involving. This company took their presentation very seriously and hired professional graphic artists in order to get their complexity and their message, and everything is very colorful and very involving, appealing to all of our senses, which is great.

Sometimes if we really want to focus, and they realize this as well, why not remove the extraneous detail? Sometimes even color adds an extra layer of meaning. When you simplify and focus more on the essentials and less on excess, then you are rewarded from your audiences with extra attention, therefore extra recall.

One last point that I want to make about the design of things is this aspect of texture. I'm surprised that not more people are taking advantage of this, especially as they present virtually. Because texture ignites the senses; as a result, it keeps us awake and alert.

For that question we were asked, have you ever fallen asleep during a webinar, I guarantee there wasn't a whole lot of texture going on there. You're not appealing to as many senses as you could, and when you do, you activate various areas in the brain. Therefore, you create more memory traces for your content to be retained.

As you're looking at my screen, notice how through many of these examples, you can almost touch that object or you can almost feel what's going on there. I'm admiring this person who scans real sandwiches. If you go to canwiches.com, you can see these in real time.

He takes these real sandwiches and puts them on this scanner, and it's almost like you want to take a bite out of it. Very soon we'll be done with our session and you too will be able to indulge in some of your own lunch or dinners, depending on where you are attending this from. Notice as you're looking at this, can you almost take a bite out of this?

Imagine this is a virtual session, and yet for a presenter to be able to appeal to your senses like this, that is huge. What do we see? We see exactly the opposite in many of these virtual presentations. We see what we call this post stamp trend, where people display some text here on the left and some picture on the right.

Things are just so tiny and so texture-less. Why not go the opposite? Imagine if I was really talking about software solution as being very comfortable, notice what happens when I really blow things up.

I'll show you some screen samples from a real presentation. This was a marketing presentation done by a company for a soccer team. They were comparing their efforts and their focus with an eagle. Notice that as I'm going through some of these screens, do you see the texture? It's almost like I can feel this thing right here.

It appeals to my senses, and I can grasp it. Of course sometimes we can go the opposite way, where we have too much texture. Especially with pictures that have higher and higher resolution these days.

The point is this. Every so often--obviously you wouldn't do this on every single screen--appeal to our senses by increased texture. It was Steve Jobs who used to say, "Any good design is a design that almost makes you want to take a bite out of your screen."

Here are your assignments, and we have some minutes left to do that, because I really want to give away that seat to our San Francisco workshop about brain science and presentations. I would love for you to look around you, wherever you are right now. There's something that has unbelievable texture.

It might not be your lunch, maybe it's something else. Maybe it's your pet, maybe it's your computer, something at your desk. Maybe it's a blanket. Make us feel it. Make us almost want to touch it, or if it's edible, make us almost want to take a bite out of it.

You have exactly two minutes to take a picture and send that to me, and we will award that seat to our workshop to the most creative, texture like picture. Almost something that we want to take a bite out of.

Two minutes, and Joe, as our participants are completing these assignments, any other standing questions that you see here in our chat box?

Joe: Yeah, actually, I have a few. Just for clarification, are they supposed to email this to you?

Carmen: Yes, please.

Joe: Okay. Just wanted to make sure.

Carmen: I will share my email here on the screen. Yes. You have my email address on the screen. Email me that picture really quick, and I will share a few. We will determine who the winner of our contest is.

Joe: Yeah. Donna asked a really interesting question, Carmen. I think what you're doing is tied to--and we see this in content marketing throughout more than what you're talking about--is the [inaudible 51:55] issue. It's doing something different.

What Donna talks about is, how can she begin to transform her organization that is really tied to PowerPoint and bullets? What's the first step to making this happen from a company standpoint?

Carmen: The picture that I was sharing earlier, which shows the combination of attention, memory, and decision, those three have to be together in order for somebody to change a behavior. To the extent that she can grab her users' attention first, and then be on top of their minds, and then enable them to make decisions, sometimes small decisions at first, all those three combined will lead to behavioral change.

I'll give you an example of all three. Capture attention just like we saw, with things that appeal to the senses. For instance, let's just say that she had a PDF file that she wanted to send to everybody. You make things look big or bold or more colorful, where if they cannot escape your attention, she has their attention first.

In order to be on top of someone's mind constantly, that means those messages have to be repeated. Often people will not make changes in terms of their behavior very fast. It will take some time. Within that prolonged period

of time, the more you repeat what's important, the more it stays in their memory.

In terms of decision making, one of the easiest and the best shortcuts to decision making is contrast. To the extent that she can show how the previous version of whatever she's advocating was, and where the optimal version will be, and the difference between the two and dramatize it as much as you can, that contrast is going to ease decision making.

There you have it. It's attention, memory, and decision.

Joe: It's almost similar to Dan Pink. I've seen Dan present, and he basically said you basically just say the same things, multiple different and interesting ways for 45 minutes while he does that presentation. Just to get that over and over and over again.

I guess would you recommend, and before we get to the winners of your contest, would you recommend doing a pilot? It almost seems to me that if Donna was doing this for her company, software company or whatever the case is, you could say hey, let's try one this way and let's see if the behaviors are different, the behaviors that we're looking for, and almost run it as a pilot.

I think that's where you get somebody to buy in. If it works better, then do it. Have you seen that work?

Carmen: Absolutely. Small steps always work a lot better than bigger steps. To the extent that you can test a few things that feel fairly comfortable, and only take people out of their comfort zone just by a tiny bit at first, then you can win bigger battles.

I want to share with you a few pictures that we're receiving. Alma and Shelby, if you can help me run a quick polling question on the side, because we're going to ask the audience to vote on this. Here are a few. I'm going to want Sandy, so if we can include Sandy and we can see her, I would assume maybe her beautiful boots that she's wearing, we can almost touch the texture of that fur.

Here we have Elizabeth, but her picture doesn't come through. Let's see if we have some that are indeed here. We have one that's a phone number. Whoever texted us from 858, we can insert that in the polling question. That is a Zen-like garden to calm our minds. Indeed, we can pay more attention and remember more.

Here is Jack. If we can insert that, we would love to know your friend's name. The one that you may be saying, "I love you" to, what a sweet face. We can almost pet him.

Oh, here's a calendar from Carol, if we can insert that. Here are the berries that Todd may have displayed in a glass at his desk. The picture's quite big, so talk about a texture we can almost take a bite out of. Todd, thank you so much for sending that.

Here is Suzanne with some guitar strings. Beautiful melody that's coming out of that, and we can almost hear it. Here is one from Rebecca with some handwriting. I love that you are taking pictures not only of the notes that you have captured during this session, so very clever, but you're almost rescuing a lost art. That is the lost art of handwriting.

We can see the pen as it has touched and imprinted on the paper. Very, very good picture. Here are a few more; it's very difficult to go away from these. That one didn't come through. Let's see one more from Julie, who's showing us a pen. Almost complimenting the art of handwriting are the tools that we need to do so.

I will do just one more here from Guy. We can see what his lunch was. Great ending here on our pictures for Guy, ending with a few nuts. This was a session like a brownie. Mostly sweet, but with a few nuts in between.

Let's run this polling question really quick. For you as an audience, which one did you perceive as having better texture? Who do we get to invite to our San Francisco workshop? I'll leave this up for a few more seconds.

It looks like the furry boots and the phone number Zen garden were almost at the lead, but the berries are now capturing our senses in many ways. Todd, welcome to San Francisco. Please send us your information, and we will be sending you logistics back.

I want to end with a few things before I turn it over to Joe. The importance of interactivity, the importance of design, and also the importance of moving from persona to personal.

You notice what happened to our session when we made it personal and we made it be about you? That's what enables you to control that 10%, because I didn't make it generic, I made it personal and related to you. For those people who were looking for their pictures, it was very difficult to multi-task or look away.

Our final point was about metrics. You have my email address here on the screen. Please send me a message. I can send you this metrics list, because as you investigate your own webinars, these are some trends and patterns you can observe for and definitely improve the quality of them over time.

Joe and Alma, thank you so much for inviting me, and back to you.

Joe: Carmen, thank you so much. I have to say that's probably one of the most original presentations we've ever had. It was refreshing to get something different, and I can tell the audience stuck around and they definitely got a lot out of it.

Thank you so much for this. I always try to take one or two things from a webinar. I definitely got that today. I think we're going to rethink the way we do some of ours. Thank you so much for spending the time. Thank you to everyone for attending today.

I'm going to turn it over here to Alma in a second, but special thanks to Adobe for putting this on. We put on, as you know, Content Marketing Institute puts on webinars twice a month. We would love for you to check out our webinar list. Just go to contentmarketinginstitute.com/events and you can see all the upcoming webinars that we have.

Alma, I think that's it for us. You've got a little bit of a post-break out here for those that want to attend. I'm going to send it over to you.

Alma: Great. Thank you so much Joe and Carmen for the wonderful presentation today. For those of you who would like to join the ten minute short introductory [inaudible 59:41] there in the Q&A pod. That'll be starting in just a moment here.

Again, hope everybody has a wonderful day, and thanks for joining.