

Speaking of **IMPACT**

SPRING 2010

THE VOICE OF CANADIAN MEETINGS



www.canadianspeakers.org

Visualize This

Go from thought to
action at your next event

Shelley Hayduk is co-founder of TheBrain Technologies LP and has been the leading evangelist of cognitive visualization since its inception. Shelley oversees the company's enterprise customers and was responsible for TheBrain's first major enterprise sales.



under the city, speaker, event or anything else that makes sense to you. These linkages then serve as paths of discovery and become your digital memory. Weeks from now you can click on a *Thought* and immediately see the impact of that idea through *PersonalBrain's* visual connections.

• www.thebrain.com

INTEGRATING ALL RESOURCES FOR ACTION

Sometimes we know exactly what needs to be done but we just need a place to stay inspired and track our progress. With *PersonalBrain* you can drag and drop all relevant files, e-mails and web pages. So if you need to track all your marketing collateral, speaker agendas and venue links, it's only a click away.

You can also take notes on your *Thoughts* and files to capture those snippets of information. Plus, *PersonalBrain's* built-in calendar also lets you set reminders and other dates so you are always top of any action items and deadlines.

Dragging and dropping sources of inspiration that you read about on the web will enable you to recalibrate and reenergize yourself when you need an extra nudge. This might include key leaders in your industry, pictures of desired results or reference links for your project.

SMARTER CONTEXT = BETTER, STRESS-FREE RESULTS

Whether you are deciding on the best speaker for a company event or hammering out a new global market strategy, thoroughly examining and capturing all the possibilities will not only lead to smarter decisions and those "eureka" moments, but it will also enable you to execute on them in a stress-free, productive manner. Capturing everything in your digital "brain" helps eliminate anxiety so you can use that energy to focus on completing the task at hand.

With *PersonalBrain*, you can execute in an intelligent manner because when you click on any idea it will trigger all the right information. You get a complete visual briefing on your strategy and next steps. Everything you need is right there. Your strategic "brain" keeps you on course by showing you where to go next and why you are going there in the first place. **Sol**

By Shelley Hayduk

Today we are all under pressure to do more with less, and do it quickly. This is why getting the big picture of your upcoming event or project while not losing sight of new ideas and possibilities is critical.

Event planning by its very nature involves many variables, people and ideas coming together. Creating a knowledge base that serves as your conceptual base camp will help bring everything together so you can get the job done with less stress and more creativity. By visualizing key decision points, information resources and objectives, you can ensure that your goals are reached and that you are taking the best approach.

TWO BRAINS ARE BETTER THAN ONE

There is a wide range of information management tools that can help you get organized. Just creating a file directory of all key documents and web links can be helpful for any event manager. However, the folder structure in all computers is linear, with one folder contained within another, and therefore incapable of representing our own multidimensional thought process.

PersonalBrain is a new type of software that moves beyond folder directories by letting you create a network of information, organized the way you naturally think about it. Pieces of information in *PersonalBrain* are called *Thoughts* and a *Thought* can represent any type of digital information. You can attach web pages, documents and any digital

information to a *Thought*. Like your mind, a *Thought* in *PersonalBrain* can be associated with any other *Thought* so you can link networks of information together effortlessly.

Using *PersonalBrain's* visual *Thoughts* you can capture all your ideas, to-dos for your upcoming event and everything for all the multiple projects that you might be juggling. In your digital "brain," any piece of information can be connected to anything else, creating information trails that are completely unique.

MULTIPLE PERSPECTIVES AND INTERCONNECTIONS

Our own organic brains aren't always linear. One *Thought* can lead to a cascade and convergence of many others, often leading to the most whimsical and brilliant of ideas. This is why so many of our users (including myself) have one very large *PersonalBrain* that is literally their digital "brain" on their computer. For me, my *PersonalBrain* is the mental space that I'm best at creating and working in since it's all about me. It allows me to make connections and remember things instantly.

Almost all interfaces today, with the exception of *PersonalBrain's* visual user interface, are limited to organizing information into hierarchies, where a piece of information can only be categorized into one place. For simple applications this is fine, but for users engaging in more complex business processes like event planning, it is simply inadequate. A document will have a variety of different issues or people associated with it - with hierarchies one cannot show all these relationships without multiple copies of the information. With *PersonalBrain* you can link your conference agenda

EXOTIC LOCALS

Are they too much NATURE
and not enough MEETING?

plus
THE CRUISE ADVANTAGE
A captive audience on the high seas