

Meeting Planners Guide to GRAPHIC RECORDING/FACILITATION SERVICES



*Draw them in.
Grab their ideas.
Display their decisions.*

GraphicRecorders.com

"Our session with Graphic Recorders...Never before had meeting content been captured so well, so vividly, and in a way that inspired greater discussion and ideas." – Melanie Dulbecco, Chief Executive Officer, Torani/R.Torre & Company.

Capture the HeART™ of your meeting with Graphic Recording.

>> What is Graphic Recording-Facilitation?

Graphic Recorders are highly trained listening and synthesizing experts who visually record and organize group dialogue into dynamic mural-sized notes. Recorders draw on many methods of recording, from capturing detailed text to creating artful metaphors, depending on the needs of an agenda. They partner with your meeting leader to work live and in front of groups turning complex discussions into a powerful meaningful record.

After the meeting, the murals are photographed and transformed into hand-held actionable reports with graphics that make the meeting memorable.

Our graphic recorders work easily in all industries, with an amazing breadth of understanding of any subject matter. After working in thousands of meetings, no content seems to be beyond us.

Trainers also utilize our studio pre-charting services. We create artistic display charts of their subject matter, bringing life to abstract concepts.



“Leslie’s work adds significantly to the creativity of our meetings. The content of her graphic recording very accurately documents our discussions and brainstorming sessions. The synthesis of our ideas along with her graphics add an important dynamic element to our sessions” –Susan Gustavson, VP Product Development, First Franklin Financial

>> What are the Benefits?

Meeting Output Escalates: The murals facilitate immediate focus and understanding regardless of individuals’ style of communication and learning or cultural differences.

1. Groups become efficient, exponential in their output. Insights flow.
2. Participants are excited and engaged. They see what others say, build on ideas, see commonalities and points of departure.
3. Communication is vitalized. Issues get addressed. Agreements are clear. Words turn into plans.
4. Meetings are charged with energy. Ideas expand.
5. Understanding is deepened. A foundation for collaboration is formed. People feel heard.
6. The big picture murals are displayed throughout the day for reference and inspiration.
7. The murals are both high-level and detailed accurate text records. Nothing gets left out.
8. The art and graphics further illuminate the meaning of the dialogue.

>> Why Graphic Recording Works

Brain research shows people are more productive and motivated when they work and think using multiple modes/multiple channels of receiving and processing information. Using more of the brain by seeing as well as hearing helps people link-up pieces of information into a more meaningful whole. Groups respond to the mural notes with comments such as *“now I see where we’re going!”*, *“this idea is tied to that one”*, *“look what we’ve just said”*, and *“this is great...I feel like you’re really hearing me.”*

Understanding this research, our team uses techniques which draw out the group’s ideas, stimulate business thinking and facilitate decision making.

>> We Integrate with Ease

Graphic recording-facilitation services can be added easily to any meeting plan. We can even be integrated late in the schedule for unexpected meetings. Our only requirements are:

- An agenda review with the meeting leader or facilitator to determine the right fit for our services and to design our collaboration.
- Appropriate wall space in the meeting room (we will talk you through this).
- A written contract/P.O. for our services.

>> Fees and Services

Our fee structure for 2007-2009 is \$2,200.00/day per graphic recorder. The fee includes all preparatory work, agenda review by phone with the lead recorder (approximately 1/2 to 1 hour), up to 3 hours of studio work to produce artistic hand-drawn charts of your agenda and collateral pieces, and up to 9 hours of live graphic recording at your meeting.

Reports

After the meeting, we will produce a photo report of the meeting charts for the additional digital scanning fee of \$80.00 per mural. We'll reduce the photos into a highly legible, high-quality 11 x 17 report, along with a digital version of all the meeting's records. Our lab can also produce duplicates of the notes at any size—including mural-sized reproductions to display back at your offices. *NOTE: If you choose to take digital photos on your own, we are available for consultation to help you produce a high-quality product.*

Additionally, if you'd like a text-only transcription and further organization of the meeting notes, we can provide this service at a custom charge based on the amount of content and number of meeting days, usually at 1 to 1-1/2 hours of transcription time per graphically recorded chart.

>> We Jump In and Learn Your World

We love challenges. From Oakland to Singapore, villages to skyscrapers, retreats to highly volatile forums, Fortune 500's to non-profits, nothing stumps us. We step right into your content, your language, your culture.

A small sample of the breadth of our client base is: high tech, the arts, legal/advocacy, health, youth, the environment, sciences, spirituality, retail, community, government, manufacturing, financial, education, transportation.

GRAPHIC RECORDING & PRE-CHARTING PACKAGES

Package Description	Cost
1 recorder/1 day <ul style="list-style-type: none"> • Pre-event consultation and preparatory work* with lead recorder (1/2-1 hour) • Up to 3 hours of studio pre-work to produce artistic hand-drawn charts of your agenda and collateral pieces • Up to 9 hours of live graphic recording at your meeting • The original murals are yours to keep 	\$2,200.00
1 recorder/1/2 day <ul style="list-style-type: none"> • Pre-event consultation and preparatory work* with lead recorder (1/2-1 hour) • Up to 3 hours of studio pre-work to produce artistic hand-drawn charts of your agenda and collateral pieces • Up to 4 hours of live graphic recording at your meeting • The original murals are yours to keep 	\$1,200.00
Studio Work for Meetings <ul style="list-style-type: none"> • For Meetings and Trainings: Production of artistic display charts (agendas, groundrules, process flows, history maps etc.) • For Meetings: Production of dynamic templates/frameworks which you fill in on your own at your meeting (especially useful if you expect to have concurrent break-out sessions) <p><i>NOTE: In addition to the time spent designing and producing the above charts, please expect an additional 1-4 hours of consultation and design feedback time with us. We work extremely quickly once chart information and design have been confirmed.</i></p>	\$100.00/hr
<p><i>*Preparatory work includes: Agenda review by phone with the lead recorder (approximately 1/2 to 1 hour), and 3 hours of studio work to produce artistic hand-drawn charts of your agenda and collateral pieces.</i></p>	

>> Worldwide Impact

Since 1975, more than 25,000 internal and external meeting planners and leaders have relied on graphic recorders to take their meetings to the next level with a proven, efficient and unique process. This 30 year-old field, while still comprised of less than 100 known professionals worldwide was called “a top meeting trend to watch”, in the Meeting Planners Handbook, 2003; published by *Meeting News*.

The team at GraphicRecorders.com is comprised of the best in the profession, and collectively has successfully recorded-facilitated more than 6,000 engagements around the globe.

Graphic Recording visually captures the essence and energy of your meeting

“Our customers are still talking about the session we had with Leslie Salmon-Zhu & the graphic recorder team. Forget audio, video or taking notes on your own...this is the way to do it.

It’s hard to understand the value of this until you’ve experienced great graphic recording. We were so thrilled with the results of our first session that we’ve become a regular client. Extremely productive for our business. Immediate. Fun. Inspiring.”

**Melanie Dulbecco, CEO
Torani/R. Torre & Company**



Book the Meeting, Draw Them In, Capture the HeART™ of their ideas with Graphic Recording

»» About Your Team Leader – Leslie Salmon-Zhu

Leslie Salmon-Zhu has been a professional graphic recorder since 1985, working in over 1200 meetings worldwide. Her passion for her work stems from a dedication to bringing visual life to conversations, focusing group attention on the unique contributions of the individual. She is also the founder of the International Forum of Visual Practitioners, an annual gathering of those in the wider field of “Facilitative Arts”.

Please visit www.GraphicRecorders.com for her client portfolio and work samples.

»» Contact Us Today

Call with any questions. We love to talk about what we can do for you.

Contact our talented group of Graphic Recorder-Facilitators at (510) 562-8872, or email leslie@graphicrecorders.com.