



NOW IN ITS NINTH YEAR!

SPRING 2012

EDITORIAL PLANNER

FEATURES

Unlikely Bedfellows

Not that long ago, alliances between nations were strengthened by marrying one country's king to another's queen. Today, as we struggle for economic survival, some unusual "marriages" have occurred that no one would have expected.

Avatars, Second Life and 3-D Classrooms

If a virtual actor stars in a movie, does he have to show up at all? Are the radical concepts of the virtual world affecting the speaking industry?

Tickling the Funny Bone

Opening a keynote with a joke to "break the ice," then droning on for an hour, is not the way to win rave reviews. Humour is a powerful presentation helper if delivered properly. We'll share some tips for bringing more humour to your meeting.

All feature stories are subject to change.

DEPARTMENTS

SPEAKING OF ROI

"Stop the Presses!"

In an age where communication can be nearly instantaneous, we often forget that traditional media, used in the right way, can enhance any meeting.

ASK THE EXPERT

Too Old to be Wise?

Have we forgotten that with age comes wisdom, or are we just becoming more cautious (or careless) about hiring older speakers?

TECH TALK

Are You a Pokenaut?

If you have to ask what it is, then you're not. We explore this fun ice-breaker and conversation starter that requires no more than a simple digital tap.

MAKE MEETINGS EFFECTIVE

Tired of Boring Panels?

If the usual collection of "experts" sitting at a table and answering questions has you nodding off, perhaps there are ways to turn panels into useful and impactful, killer sessions.

And, our other regular departments including Industry News, IMPACT Players and Funny Business.

PLUS, OUR SPECIAL SUPPLEMENT – UNIVERSITIES and COLLEGES

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