

# DRAW to REMEMBER more

BETTER MEMORY,  
BETTER PRODUCTIVITY

THE BRAIN  
PROCESSES  
VISUALS  
60,000%  
FASTER  
THAN  
TEXT

93%  
of COMMUNICATION  
is NON  
VERBAL

1% OF PEOPLE  
CAN DRAW.  
THIS WORKSHOP  
also WELCOMES  
THE OTHER  
99%

***“Only 1% of people can draw. This workshop also welcomes the other 99%.”***

## **INTRODUCTION**

New and different information is easier to remember when it is presented visually. In a fast-moving world, many of us don't have time to read lengthy paragraphs. (Thank you to the two of you still reading this far. Hi, mom!)

Unlock your latent memory skills in our two-day workshop. First, you'll learn how to condense a thought, and then- how to visualise it through pictures and typography. If all you can draw is a line and circle, you're already ahead of the game. Ready? Game on!

**Who should attend:**

- Any business manager who needs to record discussions and decisions
- Anyone who needs to sharpen presentation of facts in visual formats
- Anyone in the communication business
- Anyone who is a Facilitator, Trainer or Coach

**Dates:** 27 & 28 February 2019, Wednesday & Thursday, 9am - 5pm

**Venue:** VSQ @ PJ City Centre

**Fee:**

RM 2,880 per pax

**RM 2,880 per pax for Early Birds before 15 February 2019 / Group Discount for 2 pax or more**

**To book:**

Call Nadia (03) 7932 1833 / 011 2381 8447

Or Yante (03) 7932 1833 / 012 267 5676

Email us at [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)

## COURSE OUTLINE

### Day 1

#### Intro

What is graphic recording, why it's useful and how it can help improve memory.



#### Condensing a story – Edward

How to pick out key words. How to zoom in on what's really important and find the core thought.

#### Graphic Recording in Action

Presentation of graphic recording of the morning's talk, and comparison with participant's notes.

#### Lunch

#### How to Draw

How to combine circles and squares, straight lines and squiggly lines into something recognisable.

#### How to Think Like a Typographer

We take a word and transform it into a picture.



# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOP

### Day 2

#### **Working with Colours**

We look at colour combinations. Learn when to use colour, and how to match colours.

#### **Layouts**

What makes a great layout, and why your page shouldn't be too 'busy'.

#### **Lunch**

#### **Putting Knowledge to Practice**

Participants listen to a video/audio recording, pick out the key thoughts and create their own graphic notes.

#### **Evaluation of Work**

Peer to peer feedback and insights from the master himself- Chan Wai.



## ABOUT YOUR TRAINERS



**Chan Wai**

Professional Graphic Recorder

INKA

Chan Wai has been in the communication business for over 25 years. Today, he helps organisations like Accenture, Petronas and KPMG communicate visually. He once took part in a gruelling 10-hour session, visually recording the wisdom of 15 different speakers, and emerged to tell the tale. He drew this entire EDM because nobody reads copy, and life is

too short to pontificate about this and that. Everybody has to go one day except Tun Mahathir.



**Edward Ong**

Writer, and Creative Director

Borderless

Edward Ong summarises your favourite songs on Instagram @leanlyrics. He summarises marketing ideas in a fortnightly column in Marketing Magazine. He summarises clients' product offering and benefits in a single line called the tagline. He's been doing this for over 20 years. If there's a one-word summary to describe Edward's career to date, it would be this:

Blessed. Edward is blessed to have a wife who manages his meals, finances, wardrobe, laundry, holidays, loan repayments, doctors' appointments, and their kids' overall welfare so he can concentrate on doing whatever it is he does.