



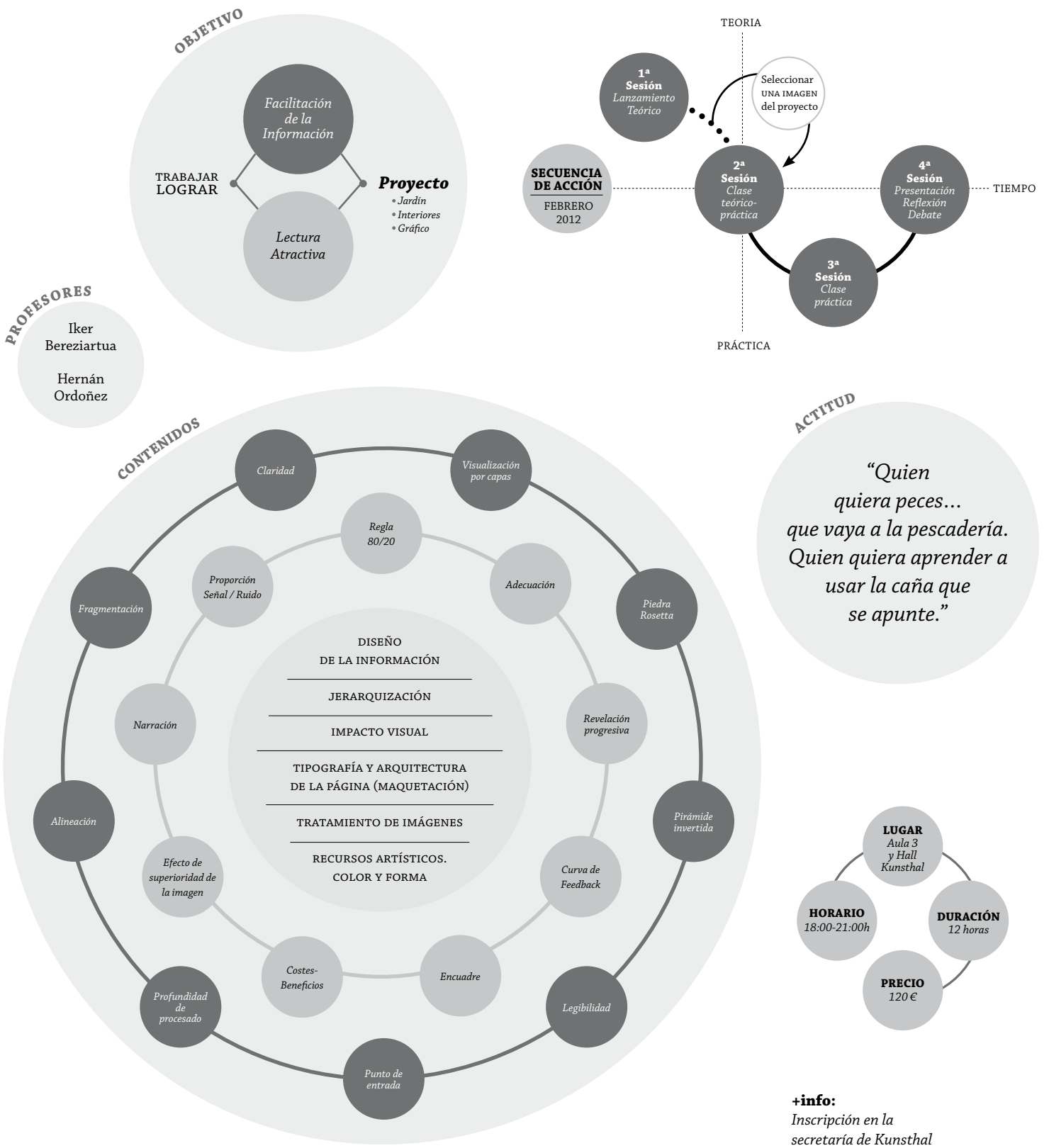
WORKSHOP **MIL PALABRAS VALEN MENOS QUE UNA IMAGEN**

Representación Visual de Proyectos

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FEBRERO 2012

Kunsthall



DON'T GIVE A SPEECH. PUT ON A SHOW

When we attend a lecture, we generally go to see the speaker not to hear what they have to say. We know what they have to say. That's why we go to see them.

How many speeches have you heard? How many of them can you remember? Words, words, words. In a song, we remember firstly the melody and then we learn the words.

Instead of giving people the benefit of your wit and wisdom (words, words, words), **TRY PAINTING THEM A PICTURE.**

The more strikingly visual your presentation is, the more people will remember it. And more importantly, they will remember you.

PAUL ARDEN