



Did you know when you hear something, three days later you'll remember 10% of it? Add a picture and you'll remember 65%.



The phrase "sleep on it" is no joke! Our brains need to process and transfer all the info consumed into long-term memory. A lot of this "consolidation" occurs overnight.



Data is valuable, but only if you do something with it. Take the time to intentionally act based on feedback and your insights.

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### CONNECT with Illustrations

- Share session images with email list
- Post illustrations on social media
- Use event-specific hashtags
- Tag participants + presenters
- Include calls to action
- Comment with insights + learnings
- Promote with upcoming events
- Create an Event Summary booklet
- Add to annual report
- Send to a news source for coverage
- Highlight on your website
- Use for presenter thank you notes

\* Need post-event deliverables created?  
[Contact me to get started.](#)

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### GENERATE INSIGHTS with Illustrations

- Collectively reflect on content
- Survey planning team individually
- Consider all feedback captured
- Organize info into useful 'buckets'
- Review illustrations/feedback for:
  - Commonalities
  - Areas of discourse
  - Unanswered questions
  - Key takeaways
  - Specific needs
  - Possible partners/resources
  - Calls to action

\* Need help identifying insights?  
Let's [schedule a Visual Strategy session](#) to review together.

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### TAKE ACTION with Illustrations

- Recognize each other's hard work
- Follow up on calls to action
- Collect + share event assets
- Measure your ROI
- Determine next steps
- Assign roles and deadlines
- Share findings with key stakeholders
- Communicate with audience
- Schedule group follow-up sessions
- Decide what to start, stop or continue
- Apply learnings to future events

\* Need to consolidate key information?  
Want to include live illustrations for upcoming sessions? [Let's discuss!](#)

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# LEVERAGING LIVE ILLUSTRATIONS AFTER AN EVENT