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People & Location Photographer

How Do You Improve Visual Placement?

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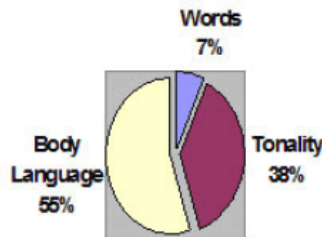
November 2005

Client List

Associated Builders Contractors of Georgia
 American Die Technology
 American Power Conversion
 AmeriGlo
 Athlon Sports
 Atlanta Regional Commission
 Baptist Press
 Bank of America
 British Broadcasting Company
 Black Star Publishing
 Blessed Trinity High School
 Burke County Public Library, Inc.
 Burmeister Group
 Calvin Center
 Catholic News Service
 Celebrate Life International, Inc
 Chiropractic Economics
 Cooperative Baptist Fellowship
 Corporate Legal Times
 Creative Publishing International
 Defenderworx LLC
 Delta Airlines
 Discovery Channel
 Drug Store News
 East Carolina University
 Enzymatic Deinking Technologies
 ESPN.COM
 Faith And The City
 Florida State University
 Fordham University
 Fulcrum Construction
 Galloway School
 Georgia Council of Chiropractic
 Georgia Southern University
 Georgia State University
 Georgia Tech
 Georgia Trial Lawyers Association
 GTP Enterprises Inc
 Hollywood Reporter
 Home Channel News
 International Mission Board, SBC
 It's for Vets
 Journal of Accountancy
 J. M. Huber Corporation
 Kennesaw State University
 Kenyon College
 Ladder to the Moon
 Landmark Christian School
 Lifeway Christian Resources
 Lind-Bergeron
 Marist Catholic School
 Media2K
 Medical Association of Atlanta
 Medical Economics Magazine
 Merchandise Mart
 Mississippi State University
 Molloy Communications
 Morning Glory Farms
 MSI International
 National Education Association
 National Basketball Association
 North American Mission Board
 North Carolina State University
 Old Dominion University
 Ohio State University
 Presbyterian Today
 Princeton University
 Reinhardt College
 Robert Rytter & Associates

How Do You Improve Visual Placement?

If you had to guess what percentage your words, tone of voice, and body language contributes to how a person understands your message, what would you say? Most people respond with the notion that words are the most important aspect of communication. However, research* indicates that your words only impact 7% of how a message is understood. Your tonality contributes to 37% of what is understood and your body language 55%. So what does this mean to you?



Mehrabian, Albert (1971)

When planning a meeting most people are doing a good job for getting a microphone for everyone to hear clearly. But the research shows you are only covering 45% of a person understanding the message—55% is related to body language.



Speaker & PowerPoint Well Lighted

adjust easily enough for the presentation. However, the camera cannot do as well.

I am always amazed how many times I am hired to photograph an event where they turn the lights off or down so much I must use a flash to make photos. The flash is so distracting to the event. What is surprising is when those who hired me then ask me not to use a flash—I have to then explain I can stop, but due to the light in the room, I cannot make photographs for them.



Stage is evenly lighted

There are a few things meeting planners can do to improve the situation so that first and foremost the message is fully understood and not just 45%. By renting the brighter projector and having spotlights on the speaker everyone can see the presentation and the speaker. If the spotlights are color corrected for daylight, then when the photos are made the speaker is the correct color as well as the

Roni Hicks & Associates
 Sears & Roebuck
 St. Joseph Catholic School
 Southern Catholic College
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 Southwestern Baptist Theological Seminary
 SouthTrust Bank
 Sports Illustrated
 Stetson University
 Summit National Bank
 Sunny Crest Publishing
 SYNC Magazine
 The Community Institute, Inc.
 The Foundation Center
 The Georgia Bulletin
 The Saint Joseph's Mercy Foundation
 Thione International, Inc
 Travel Weekly Magazine
 Union University
 United Methodist News Service
 University Of Alabama Birmingham
 University of Maryland
 University Of Michigan
 University of Nations, Kona, Hawaii
 University Of Tennessee At Martin
 University of Virginia
 Upper Deck
 Vindigo
 Virginia Commonwealth University
 Volleyball Magazine
 Wake Forest University
 WireImage
 Woodward Academy
 World Council Of Churches
 World Journalism Institute
 Yamacraw



Speaker in the dark

Over the years I have attended hundreds of luncheons, dinners and events where the speakers stood in the dark when presenting. The room is dimmed for the candlelight dinner and when the speaker steps up to the microphone they end up standing in the dark, the candles are on the dinner tables, not the speaker.

The popularity of the PowerPoint presentation has made the situation even worse. Most organizations have been quite thrifty when buying their projector. It works OK with the lights down. This leaves the speaker in the dark.



Lights on the Speaker

One or even two spotlights on the speaker can easily address the problem of seeing the speaker. Renting a projector with 3000+ Lumens can make it where the room lights can stay up. If the projector is bright enough, you might not need spotlights.

In many of these situations with PowerPoint the human eye can move from the speaker to the screen and

PowerPoint.



Good Background

While those in attendance will have a better experience this is also what helps newspaper and television photographers capture the event without using flash or setting up their lights which can be distracting.



Well Lighted Press Conference

Better images make editors place the images on front covers and prime spots in the newscast, verses the events where the lighting was poor. This is how you improve the event for everyone—put the speaker in the light.

*Mehrabian, Albert (1971), "Silent messages," Wadsworth, Belmont, California

Give me a call for your next meeting. 770-998-3504 stanley@stanleyleary.com