

# THE BACKCHANNEL

CLIFF ATKINSON

Blah, blah, blah

How Audiences  
Are Using  
Twitter And  
Social Media...

...And  
Changing  
Presentations  
Forever



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# The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever

Cliff Atkinson

Armed with laptops and smartphones, audiences at the present time are not any longer sitting quietly taking notes in the course of dwell presentations. Instead, they're carving out a brand new house within the room referred to as the backchannel, the place everyone is on-line trying to find resources, checking your facts, and connecting with others contained in the room. The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever and out. While audiences are happy, the backchannel drastically extends the achieve of rules and creates a brand new experience of group and connectedness. But if they're unhappy, the The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever intersection of pissed off audiences with unaware presenters can usually create dramatic and public breakdowns of verbal exchange or even mob mentality. During this book, communications advisor Cliff The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever Atkinson indicates that if those new types of viewers participation are embraced and the conversations correctly handled, the end result could be a new, more suitable kind of communicating. No matter if you're a host, presenter, or an viewers member, Cliff may help you know how this convergence of social forces is upending the presentation norm and the way you could The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever successfully deal with the change."

potent public talking is a problem for plenty of executives. They need to arrange attention-grabbing content, triumph over level fright and carry a speech that might carry the audience's attention. As though that wasn't tricky enough, they're more and more more likely to locate themselves looking at a sea of faces. The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever illuminated by means of the glow of laptops and PDAs. Social media is invading the auditorium, and instead of tuning out whereas a speech is delivered, individuals are turning on laptops and cellphones to ship out textual content messages, broadcasting to the area their critiques of a presentation. In his new publication Cliff Atkinson explains how those new varieties of on-line communicate are transferring the principles of engagement among audiences and presenters. Rather than sitting with courtesy until eventually it is time for Q & A, everyone is logging on in the course of the tackle to switch reviews and reviews through an digital backchannel. At the very least, Atkinson claims, audio system and their communications aid employees must be acutely aware that there's prone to be a backchannel within the room and tips on how to video display it or be disregarded of the conversation. Past this uncomplicated awareness, he encourages communicators to take the initiative and hire social media as an essential component of any executive's presentation. Practical The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever advice Atkinson's ebook covers loads of ground, from tips

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on how to open a Twitter account to recommendation on increasing the dialog with the audience. He info how social media can rework a presentation from a one-off info sell off right into a longer-term relationship--one that begins earlier than you step onto the The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever podium. His recommendation includes: \* Breaking a speech into "Twitter-sized chunks" to make it more uncomplicated for individuals to submit 140-character sound bites. One degree of good fortune then turns into what number of those precis statements are published and reposted online. \* utilizing Twitter as a motor vehicle to increase your rules to humans open air the room, giving them a "virtual degree pass" to the event. \* growing immediate polls utilizing tools, akin to Twtpoll and ballot Everywhere, to contain the audience. \* Publishing a Presentation domestic web page utilizing wiki software. For example, i used to be encouraged through Atkinson's booklet to create [...] directory my earlier and destiny talks. A Presentation domestic web page is a handy archive for reference material; weblog postings; a Twitter feed; bio and make contact with info and more. This shifts the weight from overly busy PowerPoint slides because the sole technique to converse information. Also, by means of enforcing a web page like this ahead of an occasion you begin a backchannel that contains the audience, letting you assemble reviews and proposals earlier than you bring the talk. After the event, the web page turns into a repository for evaluate responses, web publication The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever postings, reference fabric and a transcript. Atkinson recognizes there are either hazards and rewards curious about the backchannel. It permits humans to attach on-line and develop into a part of a shared community, yet on the hazard of leaving out people who find themselves blind to what's happening. It offers the speaker how to achieve a much wider audience, yet on the probability of distracting the sleek supply of material. It offers an archive for reviews and opinions, yet a chain of 140-character notes can lack context. and there is the very genuine threat that the reviews humans make on Twitter may well lack civility and surprise presenters with their occasionally brutal honesty. Though this procedure isn't really for everyone, Atkinson describes a effective manner within which social media permits a (frightening?) new point of transparency that audio system can use to rework a one-way movement of communicate right into a discussion with the audience--before, in the course of and after the speech. The Backchannel The Backchannel: How Audiences Are Using Twitter and Social Media and Changing Presentations Forever will possibly not deliver welcome information to presenters who're wedded to the old-fashioned methods of controlling viewers reaction and involvement, yet is obviously indicates how one can enlarge the effect of a speech utilizing social media.

## **The Backchannel How Audiences Are Using Twitter And Social Media And Changing Presentations Forever**

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