

HOW CENTER STAGE IMPROVES SCIENTIFIC, MEDICAL & PROFESSIONAL CONFERENCES



Being invited to speak at a professional conference is an honor. One common challenge speakers make is assuming that because attendees are from the same field, they will track what you are saying with ease. Despite the commonality, attendees frequently report that they are confused and don't understand what's being said. Center Stage helps conference speakers improve with relatable, substantive information, skills to connect with listeners, and tools to simplify the presentation.



EXAMPLE

Kaiser Permanente used the information from Center Stage as a foundation to improve communication in meetings, conferences, and patient interactions.

At one important medical conference, the hospital that sponsored a highly-regarded physician and her researchers enrolled her in Center Stage to make sure that the audience would understand her complex, detailed and important immunology research.

CENTER STAGE TIP

At times, physicians and other experts can become over-confident, as if their audience were their students, instead of peers. The speaker has the responsibility to organize his content so the audience can grasp it. This often means explaining certain terms, data or elements in a way that is not condescending; instead, make them feel included.