Don't Sit in the Dark Doodling: Take Notes at Next Industry Conference with Pen and Paper for Report Back to Your Boss and Those You Left Behind.

People attending an industry conference sit in the dark during a speech or presentation with little expectation that what they are about to hear really will be worthy of making notes, being a learning opportunity, or a source of new ideas. Most seem to have little awareness that the conference proceedings might actually transform their careers, their companies, or the rest of the team back home is present.

In contrast, college professors in classrooms and alert conference management have come to one conclusion about the best way to gain something from a conference presentation, a Webinar, or interview with a client: is to take notes with a pen and paper, not your laptop or iPad.

Out of this comes a growing body of evidence that you actually learn or retain less from presentations if you try to input what is being said on the platform by typing frantically or even randomly into an electronic device.

Emerging research from college campuses like UCLA and Princeton is beginning to reveal that the information shared from the platform tends to pass right through the brain as one seeks to input the content on a computer keyboard. Further that the laptop input process from the person next to you actually is distracting and impacts the understanding of your seat mate.

While Conference management cannot ban laptops and iPad keyboards on the conference session, it can seek to encourage attendees to make notes as if they are going to be giving a report on the presentation to counterparts and associates when they get back home.

Seek to listen and structure your pen and paper notes to as "Takeaways".
Look at your notes at the end of the presentation and circle or highlight at least 3 takeaways for you, your boss, and your team back home. Then input the takeaways into a Word file when you get back to your room, before you hit the Bar or find your Buds. You will be prepared for a briefing when you get home.

Further, conference management can support and extend the retention and application of strategies, product presentations, and new ideas that are being presented by producing videos, podcasts, YouTube streaming, and online session reports for posting on conference sites and company mobile platforms.

Overall, company management, conference presenters, registered attendees, press, and media can place more attention and resources on making conference speeches and presentations last for months---before, during, and after the conference ends. More importantly to actually provide input, ideas, and resources to make the company that sent them better, richer, and smarter.

To gain some more solid reasons why these suggested action-ables can and will work for you, your company, and the conference about to attend, go to:

NYT
https://www.nytimes.com/2017/11/22/business/laptops-not-during-lecture-or-meeting.html

Scientific American
https://www.scientificamerican.com/article/a-learning-secret-don-t-take-notes-with-a-laptop/

INC
https://www.inc.com/james-sudakow/science-says-ditch-the-laptop-for-a-pen-and-paper-for-note-taking.html

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