

What is Graphic Facilitation?

Graphic facilitation is the **art of capturing salient points** from spoken communication and modeling them visually, in real time, on a large scale. This involves a graphic facilitator capturing key points, **making connections, and creating models** that reflect the essence of group discussion. In most cases, the graphic facilitator works on a whiteboard at the front of a room, alongside the presenter or panel.

Graphic facilitation can be used to support virtually any kind of meeting or collaborative session in which group discussion plays an important part. Graphic facilitation enhances the overall impact of a meeting or conference via **dynamic and engaging visual representation** of what is presented and discussed. By creating a visual storyline and a set of iconic reminders of what is most important, graphic facilitation **allows the audience to understand visually and remember more clearly** the key elements of the meeting or conference.



Who are the Facilitators?



Collective Next's **graphic facilitators are artists, modelers, and interpreters**. They are highly-skilled at representing complex and often technical information in a visual, easy-to-understand way. Collective Next's graphic facilitators add a **deep sense of richness** and allow participating stakeholders to step back and take in another iteration of their own work. And because the words, images, and models are created as the discussion progresses, everyone in attendance feels as though they are **truly part of the work**.

How does it add value?

- + Increased engagement and attention by audience (especially visual learners)
- + Improved absorption of key concepts
- + The ability to create an instant record and communicate the essence of a session to those who were not able to attend
- + Further options for presenters who choose to work interactively with the graphic facilitator
- + An opportunity to communicate with attendees immediately following the event, with prints or electronic images of the scribing
- + Freedom from taking detailed notes for audience members (providing that images of scribing are distributed immediately after the session)

