



AIME 2025

GRAPHIC RECORDINGS

Knowledge Session - 10 February 2025

Ideas Academy - 11 & 12 February 2025

What is Graphic Recording?



Graphic recording, also known as **sketchnoting**, **scribing**, **visual note-taking** and **graphic facilitation**, is the process of capturing and representing information visually in real-time.

A **graphic recorder** listens, synthesises, and captures key points on the page. They combine words, pictures, and other visual elements to visually summarise what they hear.

When can it be applied?

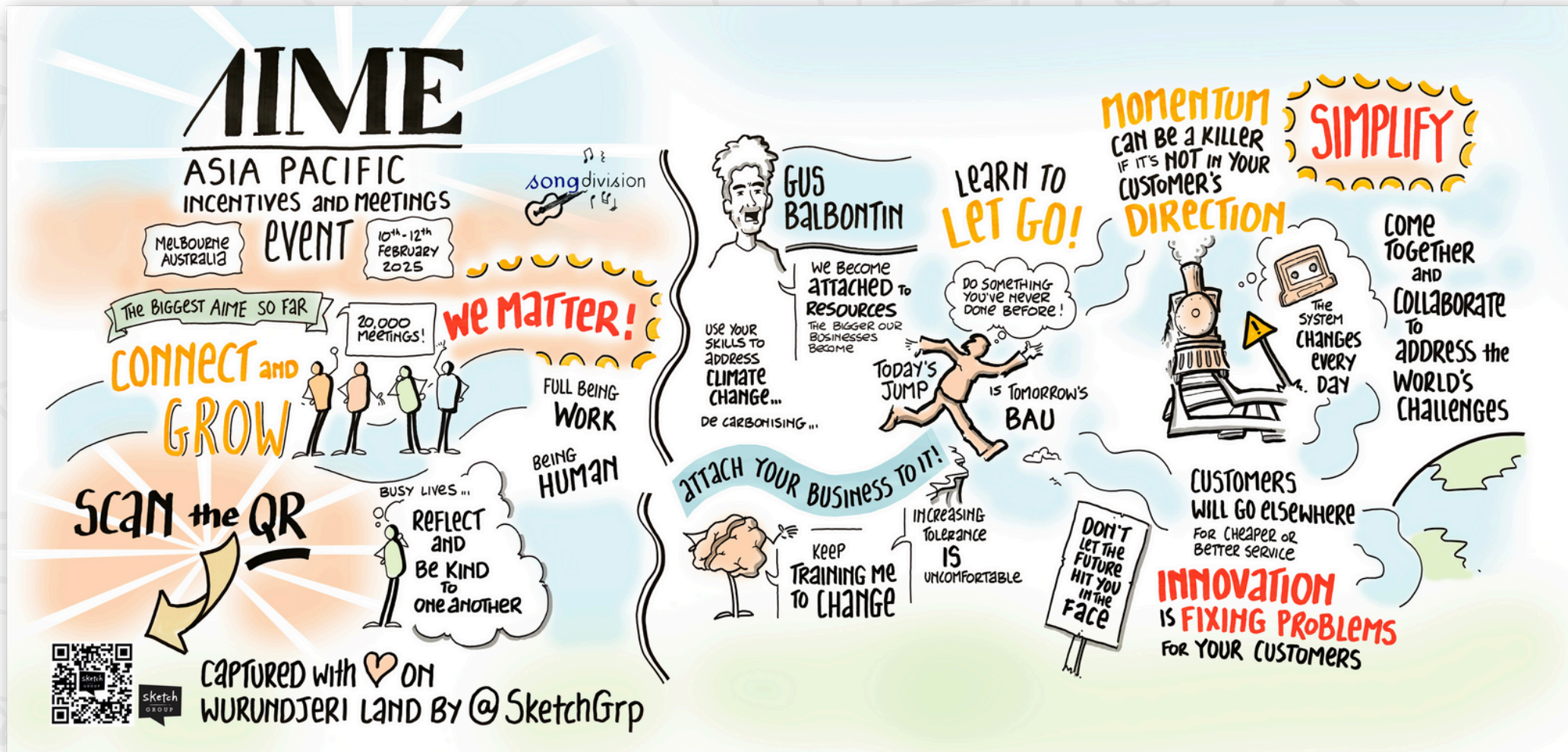
Graphic recording can be a powerful tool for enhancing engagement, gathering group sentiment, promoting creative thinking, and facilitating effective communication in various contexts.

You can use graphic recording to:

- create visual summaries of presentations
- capture key points from discussions
- illustrate processes or workflows
- map out ideas and connections
- document timeliness or project plans
- support learning and retention of information
- get alignment on your mission, vision or values



Our clients use graphic recording during meetings, workshops, conferences, and brainstorming sessions. It can be employed in business meetings, educational settings, community gatherings, and professional conferences. The visual recordings serve as a visual aid and a means of capturing and retaining information, facilitating better understanding, engagement, and communication among participants.



Knowledge Session - 10 February 2025

Welcome Segment.

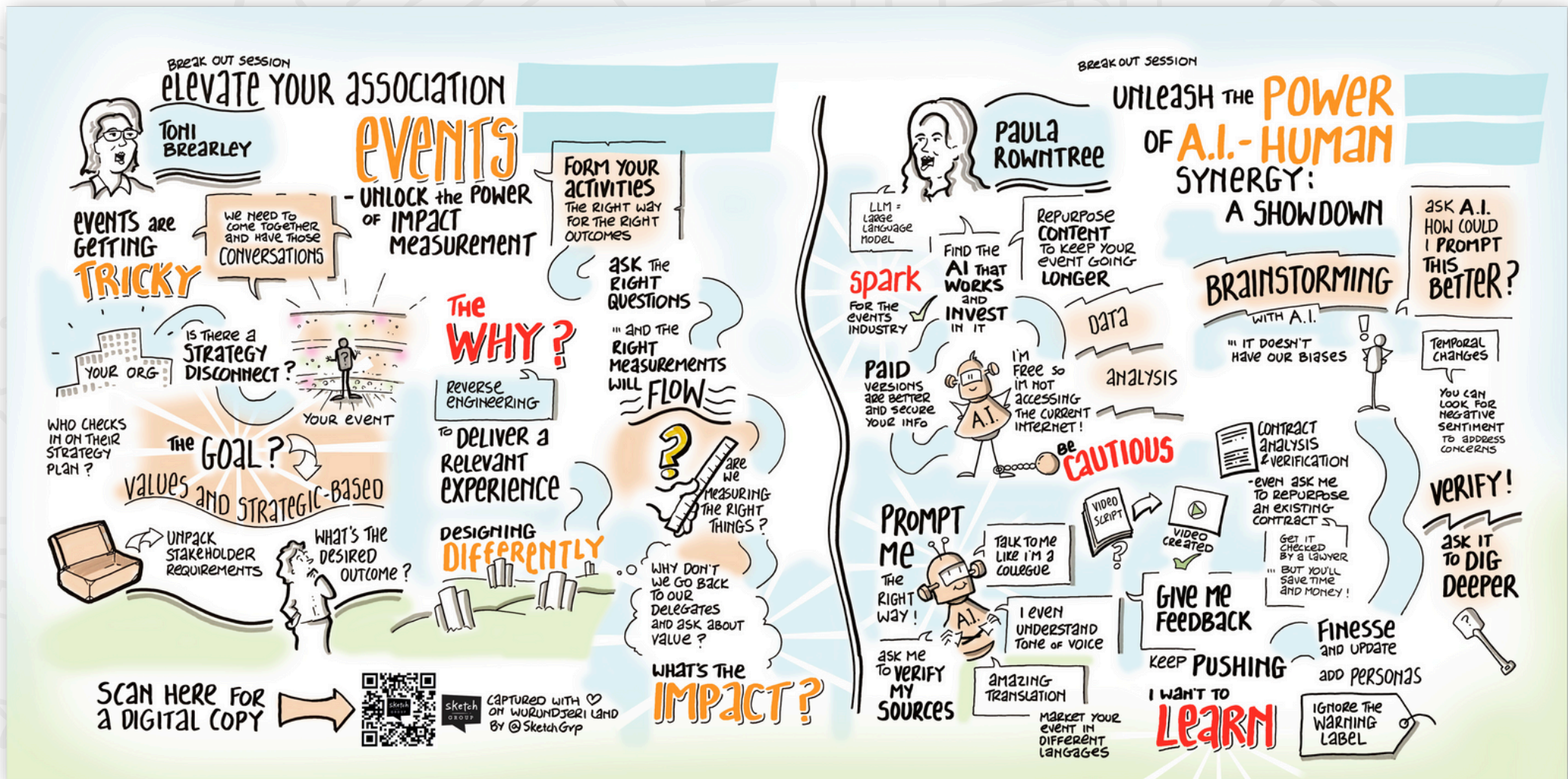
Keynote Session 1: Gus Balbontin - ADAPT.



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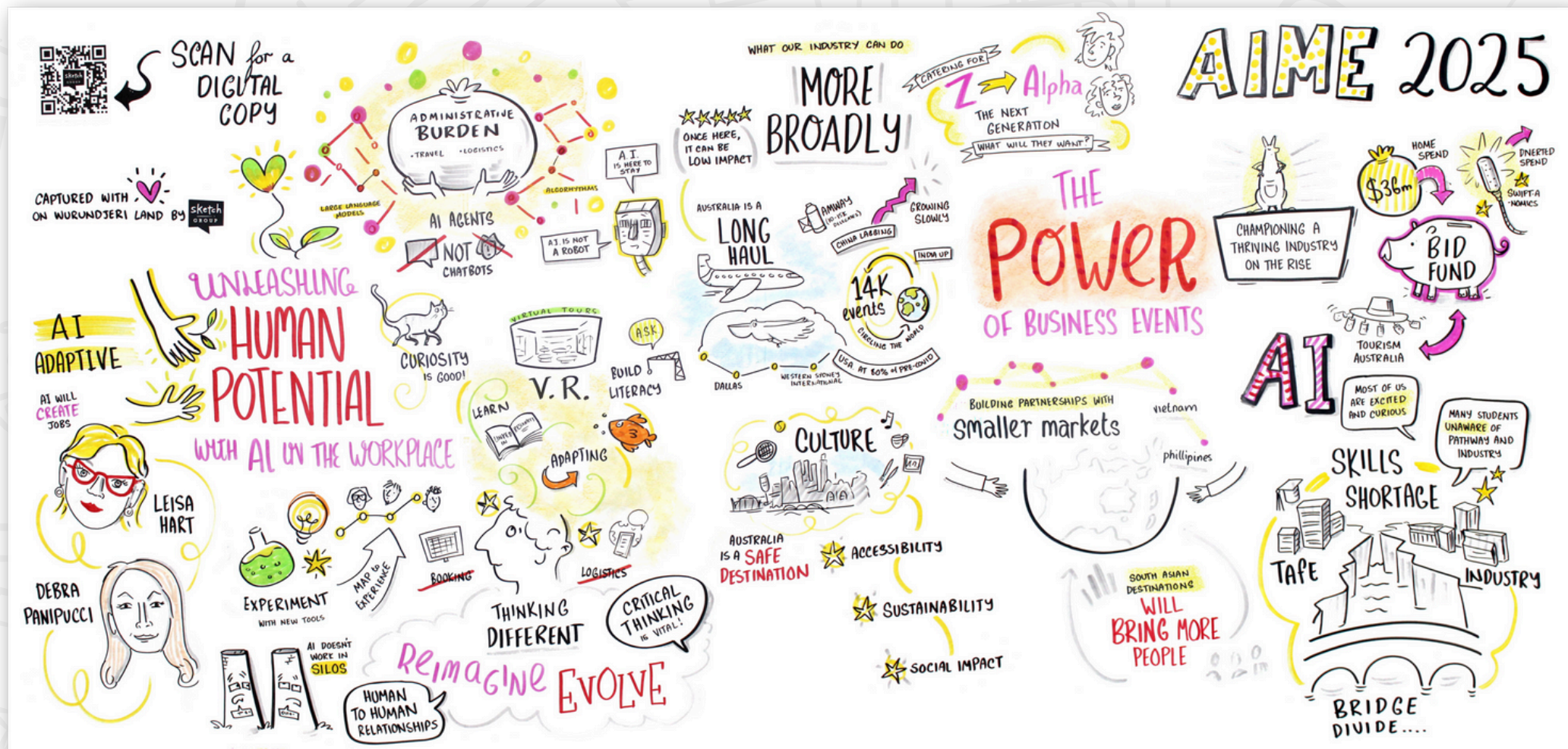
Panel: Global insights and business outlook for 2025.

Keynote Session 2: Dr Kristy Goodwin - Powered-up performers: The neuroscience of sustainable peak-performance in a digital age.



Knowledge Session - 10 February 2025

- 1.10 - Elevate your association events: Unlock the power of impact measurement
- 2.10 - Unleash the power of AI-human synergy



Ideas Academy - 11 February 2025

Unleashing human potential with AI in the workplace.

The power of business events: Championing a thriving industry on the rise.



Ideas Academy - 11 February 2025

Budget beaters: Getting maximum bang for your buck.

Get noticed! Best practices for events marketing and social media strategy.

An insightful and light-hearted podcast featuring compelling stories and journeys from event industry leaders and figureheads from around the world.

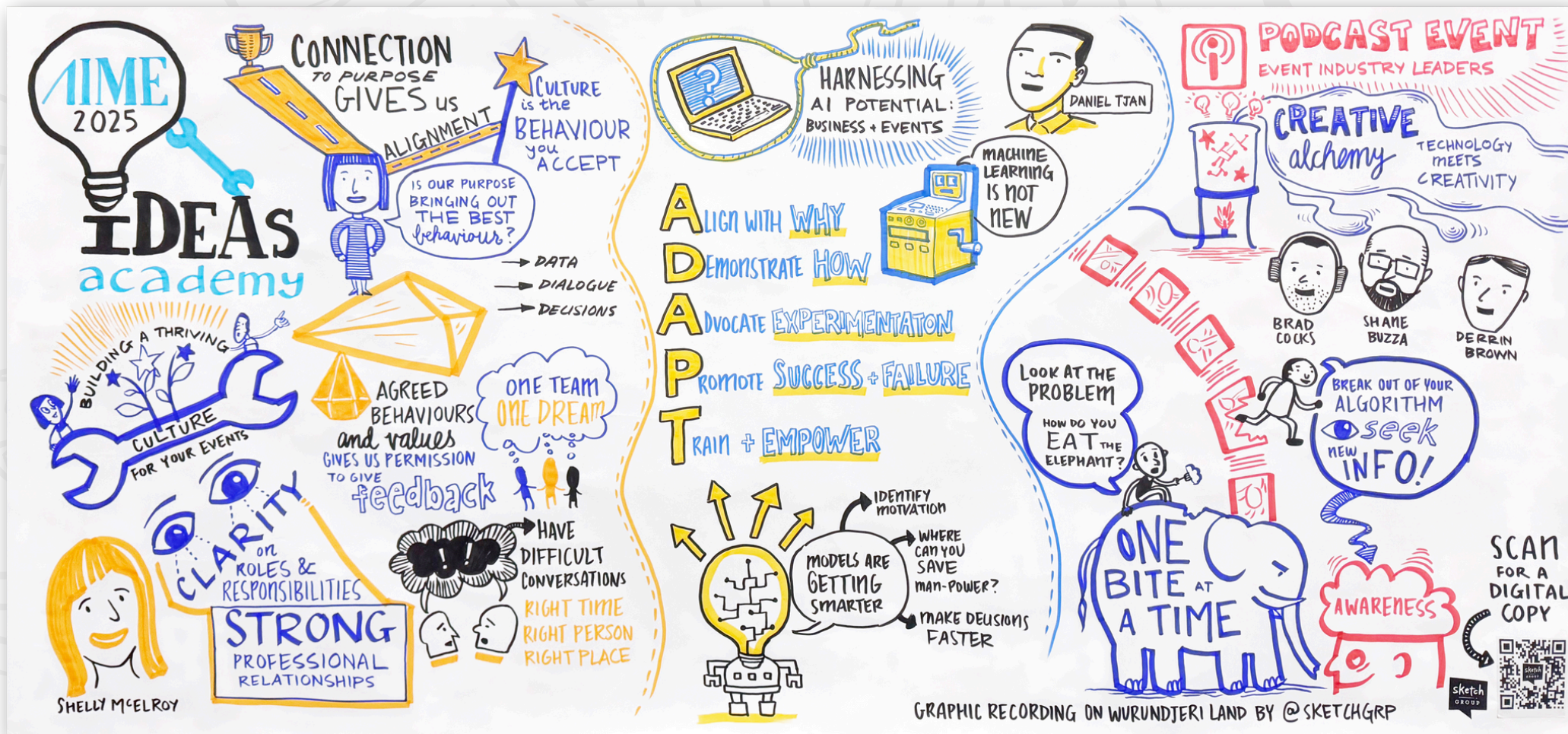


Ideas Academy - 12 February 2025

Green focus: Taking sustainability to the next level.

Back from the brink: When a carefully constructed plan implodes and how to fix it.

Trends in event design: What's new in 2025.




Ideas Academy - 12 February 2025

Building a thriving culture for your events business.

Harnessing the Potential of Generative AI in the Exhibitions and Business Events Industry.

An insightful and light-hearted podcast featuring compelling stories and journeys from event industry leaders and figureheads from around the world.

The background is filled with various light gray line-art doodles, including a sun with rays, a globe, a hand holding a pen, a stack of coins, a thumbs up gesture, and various stars and squiggly lines.

Looking to bring **next-level
engagement to your next event?**

Find out more at
sketchgroup.com