




OPENING SPEAKER

 www.lynnecazaly.com

OPENING THEME: Cognitive Load Coping

Delegates are excited for the event ...yet there's a problem in plain sight: **mind space is limited**.

Conferences create **the perfect conditions for cognitive overload** and overwhelm. Everyday life isn't any easier – information overload is at crisis point: we can't cope with all the information coming at us.

Cue the **fried-brain zombie** feeling. But by trying to squeeze more information in, we become even more overwhelmed.

Open with a Cognitive Load Coping session

- ✓ Boost conference value, ROI, impact and learnings
- ✓ Prepare delegates for the wonderful deluge of presentations and information
- ✓ Multiply delegate's learning and takeaways x 10

Title Suggestions

- **10x your conference takeaways**
- **Mega Mind Space: Accelerate your learning in the always-on world**
- **Save yourself from information overload** (the title of Lynne's Harvard Business Review article)
- **Zero Conference Zombies: Clever tools for clear heads and fog-free minds**
- **Cognitive Load Coping: Amplify your mind for an epic conference experience**
- **The Curator's Mindset: Selective attention in a world of too much information**

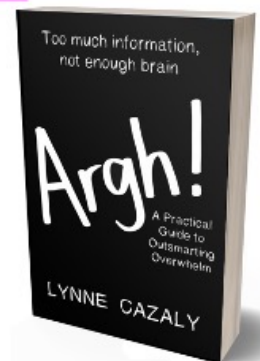
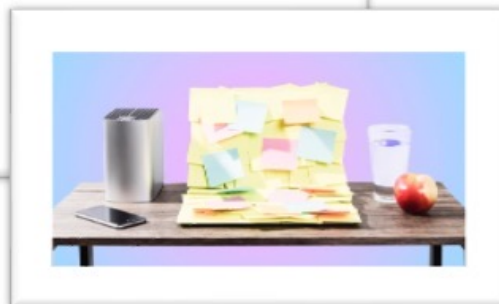


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Presentation Outcomes

1. Ready delegates for the information overload of the conference
2. Multiply delegate conference takeaways by 10x
3. Give delegates techniques to combat zombie overload/fried brain
4. Share templates, tools and apps to maintain focus and capture conference learnings
5. Realise how and why we get overloaded and what to do about it
6. Impact people after the event to handle the daily information deluge.

Published Author on Cognitive Overload



'Argh! Too much information, not enough brain : A Practical Guide to Outsmarting Overwhelm'
– by Lynne Cazaly

Delegates say

“This is **such a refreshing experience**; it’s a helpful, skillful and practical session that **made the rest of the conference more valuable to me.**”

“**Really good way to start the day** especially when she related the talk to being at the conference and how we could get the most out of the day.”

“We have so much burden and overload in our lives. What a great speaker! It was a **brilliant keynote to start** the day with.”

