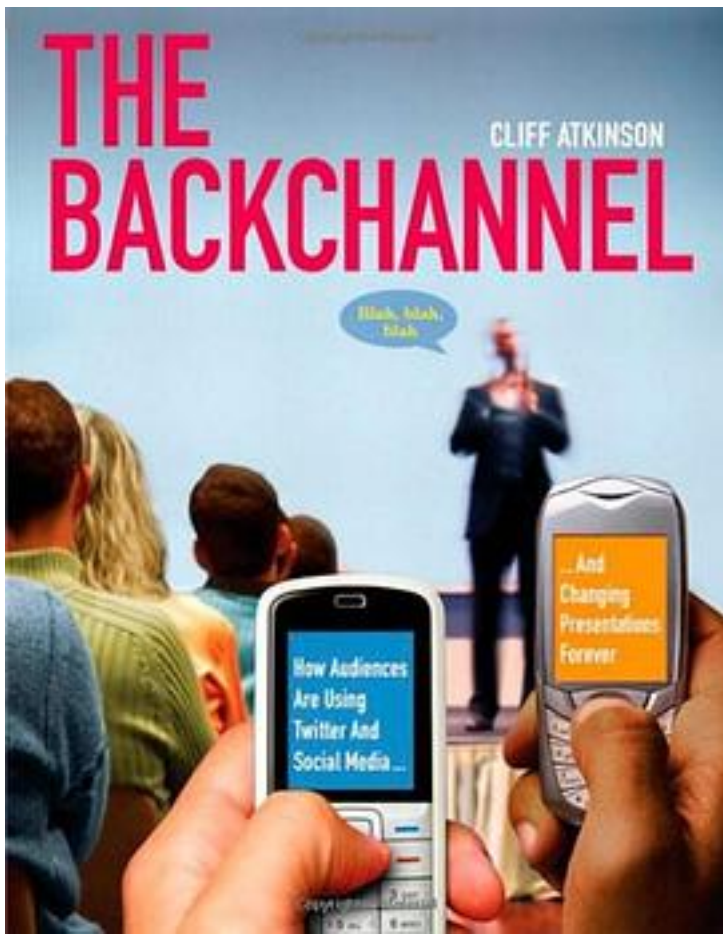


# The Backchannel



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Armed with laptops and smartphones, audiences today are no longer sitting quietly taking notes during live presentations. Instead, they're carving out a new space in the room called the backchannel, where people are online searching for resources,

checking your facts, and connecting with others inside the room and out. When audiences are happy, the backchannel vastly extends the reach of ideas and creates a new sense of community and connectedness. But when they are unhappy, the intersection of frustrated audiences with unaware presenters can often create dramatic and public breakdowns of communication--and even mob mentality. In this book, communications consultant Cliff Atkinson shows that if these new kinds of audience participation are embraced and the conversations properly handled, the outcome can be a new, more effective form of communicating. Whether you're a host, presenter, or an audience member, Cliff will help you understand how this convergence of social forces is upending the presentation norm and how you can effectively manage the change.

作者介绍:

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