



TRAINING COURSES ▾ THE TEAM ▾ CLIENTS COMMUNICATIONS SERVICES BLOG

CONTACT



## Blog



Type keywords...

### Recent Posts



**Technology Can Transform Your Conference**

🕒 10 Dec 2017



**Moderator, Facilitator and Master of Ceremonies: What is the Difference?**

🕒 24 Sep 2017

## Moderating with a Cartoonist

🕒 14 JAN 2018   👤 CLAIRE DOOLE   📁 BLOG   💬 0

Moderating a conference about the possible reclassification of a chemical compound as carcinogenic is no laughing matter. The revaluation of antimony, a substance found in many household

and manufacturing products, would have severe repercussions for those involved in its trade and manufacture.

However, as you can see from the photos, we did raise a few laughs during the day. How? We made the conference as interactive as possible – quizzes, panel discussions, group brainstorming and feedback sessions. As a former TV and radio producer, I know that you have to keep on changing the pace and content of a programme to keep the audience engaged.

But our secret ingredient was to use a cartoonist to make everyone laugh. **Floris Oudshoorn** is a gem. A Dutch cartoonist, who is fluent in English, he recapped the main points with some of his very witty digital sketches.



**Lessons from a Master Coach: What I learnt about public speaking from a musical maestro**

🕒 02 Aug 2017



**“Answer, don’t avoid the question Prime Minister.”**

🕒 18 Jun 2017



**Communicating the Value of the Flu Vaccine – the Moderator’s View**

🕒 15 May 2017

## Quick Links

- > **MEDIA TRAINING**
- > **CRISIS COMMUNICATIONS TRAINING**
- > **PRESENTATION TRAINING**
- > **PUBLIC SPEAKING TRAINING**
- > **MODERATING**
- > **WRITING**
- > **COMMUNICATIONS SERVICES**



## Stay in Touch

Get the latest news and updates directly in your inbox.

First Name

Last Name

Organization

Position

Your email address

SUBSCRIBE NOW



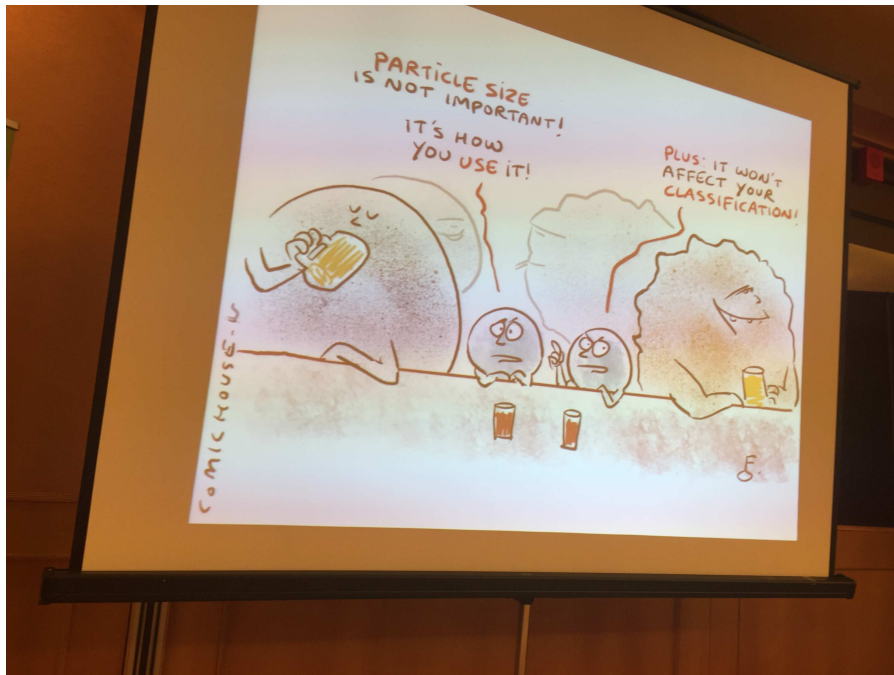
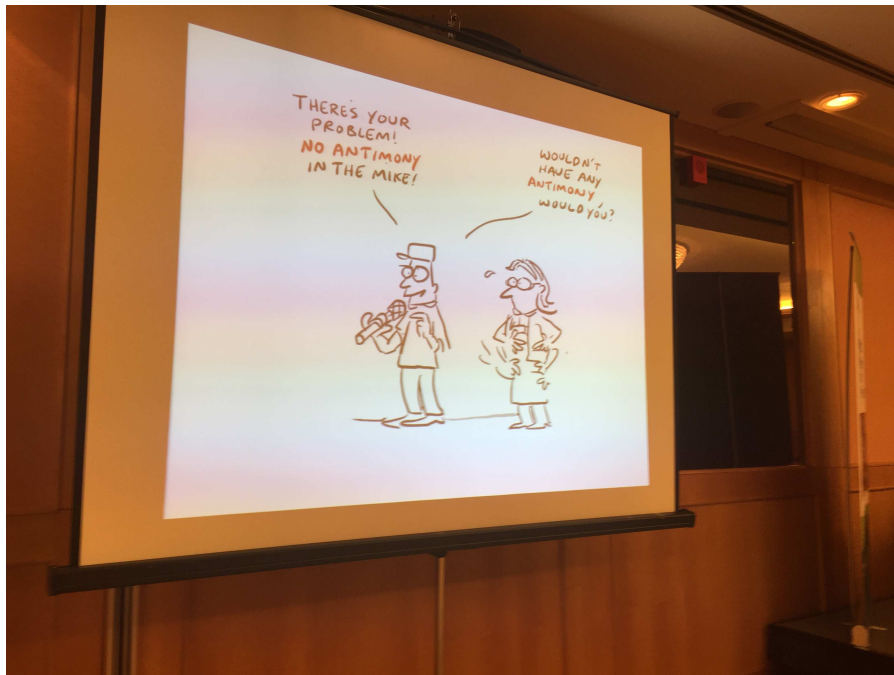
## Quotes

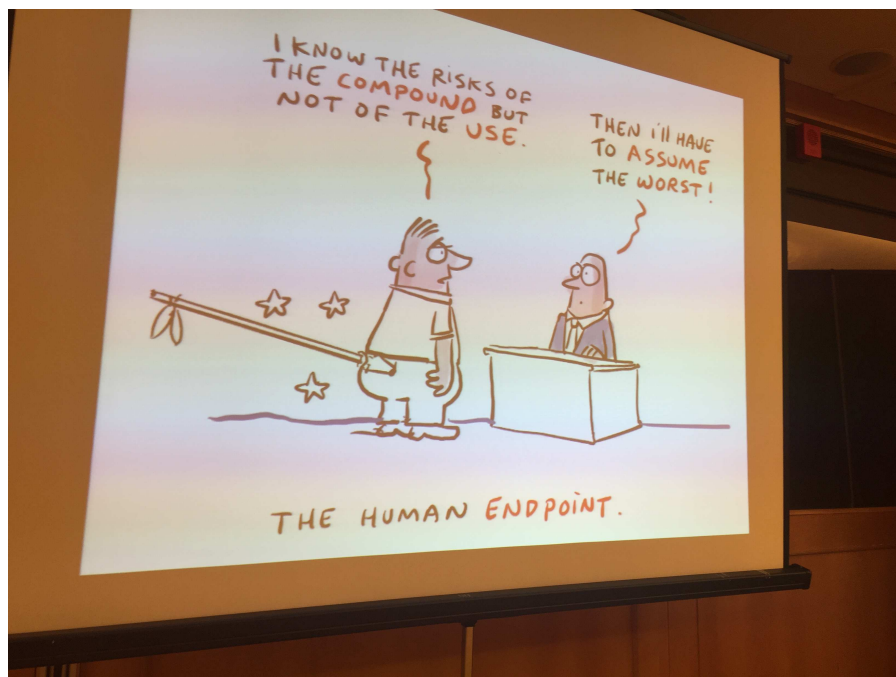
< >

“According to most studies, the number one fear is public speaking. I’m number two. This means for the average person, you go to a funeral, you’re better off in the coffin than doing the eulogy.

Jerry Seinfeld







Photos courtesy of [ComicHouse](#)

The trick was to know when to bring Floris into the discussion. I had seen cartoonists work as a speaker presents, but this is often distracting as our eyes are always drawn to the visual. I had also worked with a graphic facilitator, who showed her work at the end of the event.

This time though, Floris was an integral part of the day. He sat unobtrusively in the room, beavering away on his computer as the discussion unfolded. At certain pre-agreed moments, I would give him the floor to show us what he had been up to. His skill was not only to synthesise and visualise technical discussions but to make us chuckle.

A picture is worth a thousand words so I rarely had to ask him to explain his ideas. They were self-explanatory.

At the end of the day, he even drew a cartoon as we watched to see what emerged on the screen. Have a look at this short video I made of him at work.



## Moderating with a cartoonist

from **Claire Doole Communications**

01:25

---

Floris must have created at least 30 cartoons during the day – many of which the organisers of the conference – **the International Antimony Association** posted on their website. I am sure they will reuse them at every opportunity.

So if you are organising a conference even on a serious technical subject, think out of the box or in this case onto the screen and see if including a cartoonist may make your event even more memorable.

Share Post:



### ABOUT POST AUTHOR



Claire Doole

Based in Geneva, she has run courses for companies and organisations worldwide since 2006 in media relations, presentation skills and writing. She is an experienced video producer, moderator and voice-over. Claire is a certified trainer in English for non-native speakers.

LEAVE A REPLY

Name\*

Email\*

Website

//

POST COMMENT

Find out more about how we can help you

GET IN TOUCH

Address:

Ch. Moïse Duboule  
39  
CH-1209 Geneva,  
Switzerland

Contact Info

Stay in Touch

Get the latest news and updates directly in your inbox.

First Name

Last Name

Organization

Position

Recent News

- > Moderating with a Cartoonist
- > Technology Can Transform Your Conference
- > Moderator, Facilitator and Master of Ceremonies:

Quick Links

- > Home
- > Claire Doole
- > The Team
- > Training Courses
- > Clients
- > Communications Services

+41 76 336 43 42

+41 22 723 20

46



claire@doolecommunications.com



POSITION

Your email address

SUBSCRIBE NOW

What is the Difference?

- > Lessons from a Master Coach: What I learnt about public speaking from a musical maestro
- > “Answer, don’t avoid the question Prime Minister.”

> Blog

> Contact