



# The Power of Participation: Creating Conferences That Deliver Learning, Connection, Engagement, and Action

*Adrian Segar*

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**"This is a book that should be OPEN on every meeting planner's or event marketer's desk, and used every day."--Paul Salinger, VP of Marketing, Oracle**

In his bestselling book *Conferences That Work: Creating Events That People Love* Adrian Segar taught readers how to design and execute remarkable conferences. But this book focuses on improving meetings at a finer level--the individual meeting sessions.

Today, the most common reason that people give for attending face-to-face meetings is making valuable connections. Yet, time and time again, "networking" is relegated to meals and socials outside the sessions, and events are filled with lectures followed by a few minutes of audience questions. *The Power of Participation* provides conference presenters, organizers, and marketers with a comprehensive toolkit of simple techniques for creating *participative* sessions that involve the audience in their learning. Adrian Segar shows how you can turn passive *attendees* into active *participants*, which boosts learning, adds opportunities to meet and learn with peers during sessions, builds community and engagement, and improves desired action outcomes at your events.

Smart presenters and meeting organizers are integrating experiential learning and peer connection into their events. This book tells you how to do it. Buy *The Power of Participation* to learn *why* it's so important to incorporate participant action into every aspect of your event, *what* you need to know to create a meeting environment that supports and encourages participation, and *when* and *how* to use this extensive compendium of specific, detailed techniques to radically improve your sessions and meetings.

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