

10th May 2010

Meeting Magic selected by Save the Children to support international conference in India.

From 15th to 18th May 2010, Save the Children will hold their International Members' Meeting in New Delhi, India. The group will consist of approximately 70 senior leaders from around the globe, including Jasmine Whitbread, CEO, Save the Children. This is the first gathering of its kind within the charity since the development of the organisation's new strategy.

Corporate meeting facilitation company, Meeting Magic will support the event. Tom Russell of Meeting Magic, will record the flow of discussion using graphic recording. Tom will capture the information that is shared during the meeting, in real time, on large wall displays (approximately 1.25m x 4.5m). Rather than using a list format, Tom will draw the format for the meeting and add the content as the discussion unfolds.

Tom explains, "This is very powerful for the group, seeing their work created before them. All the information is visible together so it is much easier to understand how different aspects inter-relate. The group can SEE the whole system that they are discussing."

Jasmine Whitbread, CEO Save the Children, comments, "We are delighted to be working with Meeting Magic at our forthcoming conference. We believe graphic recording will be a key tool in helping us to make the most of our time, capture our ideas and bring the discussions to life."

Editors Notes

Meeting Magic facilitates participative and productive meetings. From strategic planning with leadership teams, to large group meetings and conferences, the company helps participants to deliver better results. Meeting Magic works with organisations worldwide. Clients include Mars, Microsoft, Coca Cola, Department of Health and Metropolitan Police. The company has affiliate partners in Australia and the USA.

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