

This is one of the powerful secrets that the media in all forms, whether Publishing, TV or Radio use to their advantage to impact their audiences. Let's learn how you can apply this to your events...

THERE IS POWER IN 3's

1. Explain the Triad Group Principle in your own words?

2. Besides using words where else can you apply this powerful principle?

3. Write down 3 Triad Group words now?

ACTION STEPS:

1. Analyze a recent show you emceed & determine how you could you have used the Triad group to be more impactful.
2. Write down at least 10 triad word choices you can sprinkle into your events.
3. Do your event program lay-out as an effective triad group.