

Visual Storytelling

In technical communication, visual storytelling is a tool to discover. It breaks down intricate processes and systems into digestible visuals that resonate on an emotional level, facilitating faster comprehension and stronger retention. By using visual metaphors and strategically blending images with text, this method ensures that the message is not just transmitted, but deeply understood. This approach fosters engagement, enhances user experience, and ensures that technical content remains accessible, relatable, and effective. In Karl's sessions, participants actively explore how these techniques can elevate documentation, user manuals, and other forms of technical content, making it not only more functional but also more engaging.

The session offers a practical, hands-on experience of visual storytelling in technical communication, tailored to help professionals at TEKOM improve clarity, strengthen user engagement, and communicate technical information more effectively.

Bio

As an International Master Trainer at NLPU, Karl Mortier integrates Neurolinguistic Programming (NLP) with the science of visualisation. Karl's approach stands out by combining powerful imagery with concise, impactful language. His interactive methods not only help professionals comprehend complex technical concepts more quickly, but also experience the transformative power of visual storytelling and NLP.