# How to use Lightr for presentations



**Goal:** To engage participants and emphasize the key messages of the presentation.

Imagine a major conference where technology and connection are at the center of the experience. Early in the presentation, the audience is invited to join a shared light show by visiting a simple link or scanning a QR code visible on the slides. As the keynote begins, phones across the room light up in synchronized colors, creating a sense of unity and collective energy.

Throughout the presentation, the light effects pulse and change in harmony with key messages and branded colors, demonstrating the power of shared technology in a tangible, visually stunning way. This creates a strong emotional connection among participants while showcasing innovation in a fresh and memorable format.

After the light show, the screen can display a link of your choosing, to easily redirect participants to relevant channels of your choosing, such as a website or survey.

## Pointers when designing your show

- When designing your show, make use of branded colors and motifs.
- Designing the show to a song has great effect
- Turn off the light at the venue for best effect

# How to make people join the show

Getting people involved in your show is very straightforward for presentations, as the speaker already has the full attention of the crowd. Simply include the link with a visible QR code in the slideshow, and direct people to join, when starting the show. When enough people have joined the website, start a countdown and have the speaker instruct them to put their phones in the air.

You can also include posters at the venue, in order to make people join before the presentation, but this is not necessary.

By following these guidelines, you have just unlocked a new powerful show-element that engages with participants in new ways! We're excited to see how you make the Lightr show your own.

If you have any further questions, feel free to contact us at [contact@lightr.dk](mailto:contact@lightr.dk)