



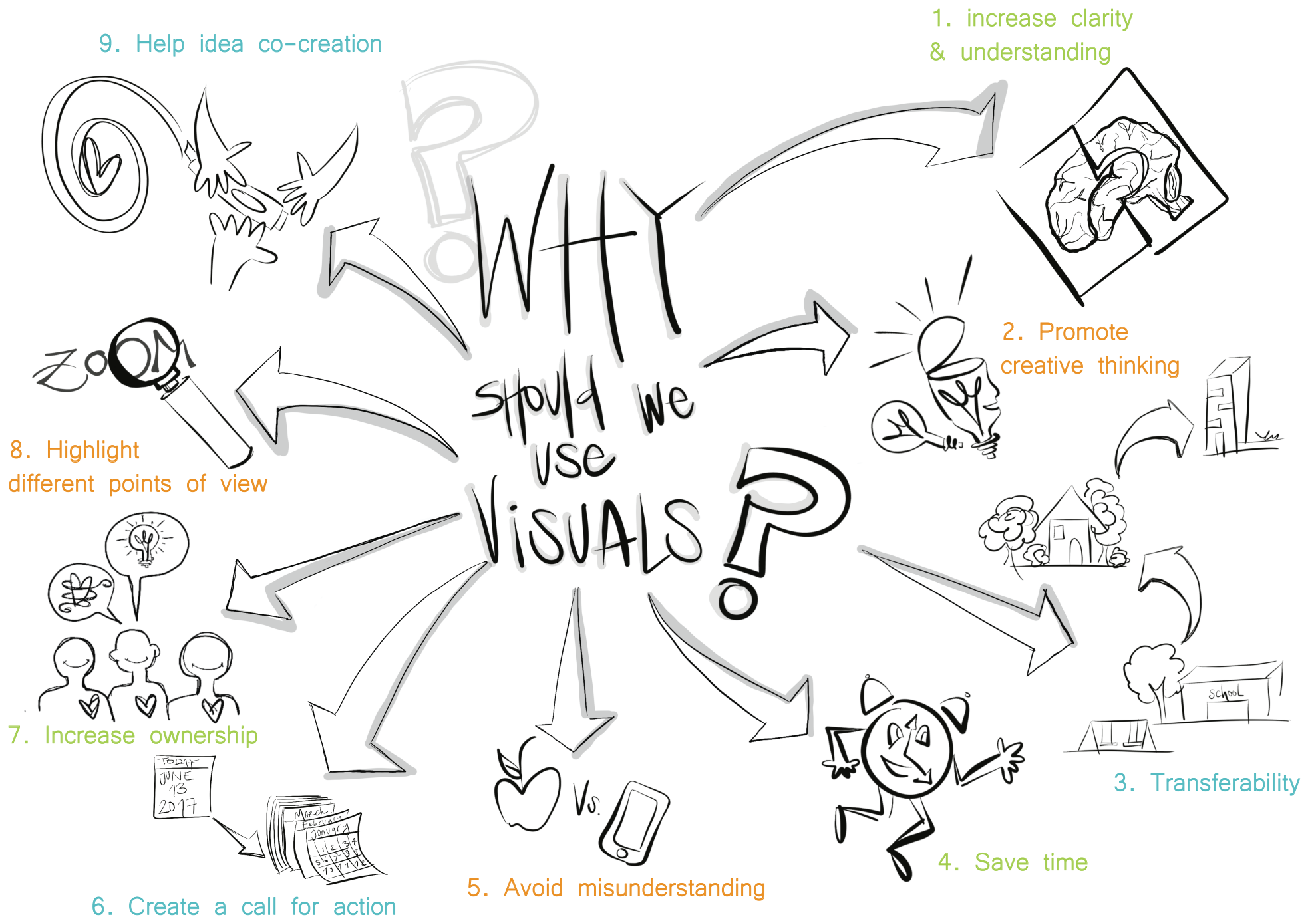
Introducing Visual Versa

A company dedicated to facilitating communication through visuals

VISUAL VERSA

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About Visual Versa

Visual Versa was created with the idea that we can make meetings fun, productive, and more engaging. We believe you need to try different things to get different results, and we facilitate that process. With that in mind, we are a company with a personalized approach to each client's needs and goals. We also focus on providing visual tools in order to create a common understanding and growth in the workplace.

Every experience is unique, and the methods we use allow groups to reflect on subjects in a way that they can relate to, therefore igniting creativity and more importantly participation. Each process is uniquely designed to help build capacity and teach new tools to address your specific challenges.

Ever since I started this journey, I noticed how visuals help idea co-creation, save time, surface new perspectives, make people feel heard, avoid misunderstanding, and promote creative thinking. If these are the type of results that you want to obtain, Let's work together! By using visual tools we can move your team from passive to active and improve the way you work, how you communicate and most importantly how you design your meetings.

At Visual Versa we believe that creativity supports good understanding and that growth can only be met when people feel that they belong and that their point of view matters. Our processes are collaborative and creative and have proven results. Visual Versa's work surpasses your workshop design, we go beyond your event to make sure the conversation remains interesting.

Contact us for more information about how we can help YOU!

About the founder



Hi! My name is Alina and I am the founder of Visual Versa; a company dedicated to facilitate communication through visuals. I created this project with the idea that something about the way we meet and communicate had to change. because I believe in the power of visual stories and I love turning complex topics into colorful and powerful visuals. I am passionate about creativity and change, and I always aim to create projects with a great impact and potential for proliferation. I want to help you tell your stories in a way that creates an impact so people can remember it.

VISUAL/VERSA

Trusted by



CIRQUE DU SOLEIL



AÉROPORTS DE
MONTREAL



VISUAL/VERSA

What people are saying about us



"As a keynote speaker, I talk at many events. Every-now-and-then the organizers hire a visual artist to capture the occasion, highlight the major ideas and create an artistic record of it. This is a very hard task requiring not only prolonged focus but also a great artistic skill. So far Alina Gutierrez Mejia is the best such artist that I have seen. Alina pays close attention not only to the speakers but also to the audience, and she doesn't miss key ideas and moments. She captures them neatly, quickly and clearly on paper and I am very impressed by how original and visually pleasing her style is. In short, if you need graphic facilitation services for your next event, I suggest you hire Alina for I don't know anyone who can do a better job than her."

Nikola Danaylov

Keynote Speaker

I help planners create eye-opening events on pros/cons of new tech | the Larry King of the Singularity

For more testimonials visits

<https://www.linkedin.com/in/visualversa/>



"Last August the Montreal Council of Women embarked on a strategic planning mission. The event itself proved to be both energizing and productive- setting the stage for the then soon to be approaching new decade...It was especially constructive and supportive to the process to witness the many conversations and points being transcribed in real time onto a huge banner. Alina Gutierrez (Visual Versa) was able to catch not only factual elements...but the essence and vibe of the day's events. Our brainstorming discussions were literally coming to life as a drawing!

These graphics spoke about the direction and future goals of the organization and continue to be used on our Facebook page and on our website - which is currently undergoing an upgrade...The graphics are also useful for powerpoints and will be important feature during our upcoming AGM as we reflect on the progress we have made.

Many thanks for all your amazing work. I have already recommended your services to other organizations I am associated with personally."

- Penny Rankin President MCW

VISUAL/VERSA

Our Services



Graphic Facilitation

Translate complex dialogues and presentations into visuals to create shared meaning and a call to action. Visual notes increase employee participation, foster thoughtful decision-making and help knowledge dissemination. This is a perfect addition to your next corporate event!



Qualitative Research

We develop a literature review on your topic and give you a comprehensive report of current resources and results. Literature gaps will also be highlighted. We co-design with you the process for data collection and conduct data analysis and data feedback. We pay special attention to uncover what really matter to research participants, and to make sure that is co-created and provide them with feedback.



Brainstorming

Creative sessions outside of the box, for fun and productive meetings. Enable critical thinking and problem-solving skills while encouraging creativity. Try different processes to get different results!



Participative Processes

Experience design tailored to your organizational needs. By working WITH you, we surface patterns that can inform processes of change and areas for improvement. We tailor our designs to your needs and resources available which allows us to support the work of your group (both in the room and after the session).



Workshops

We have pre-package workshops (see details on next page). We co-designed workshops with creative and participative processes. Our experiential sessions create a sense of empowerment and a call for action.



Whiteboard Animations

A great way to engage different senses and move away from traditional media. Connect to partners and clients on an emotional level, and explain complex ideas in a clear visual and dynamic way.

Other Services



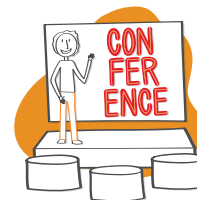
Template design
for meeting facilitation



Online course and training

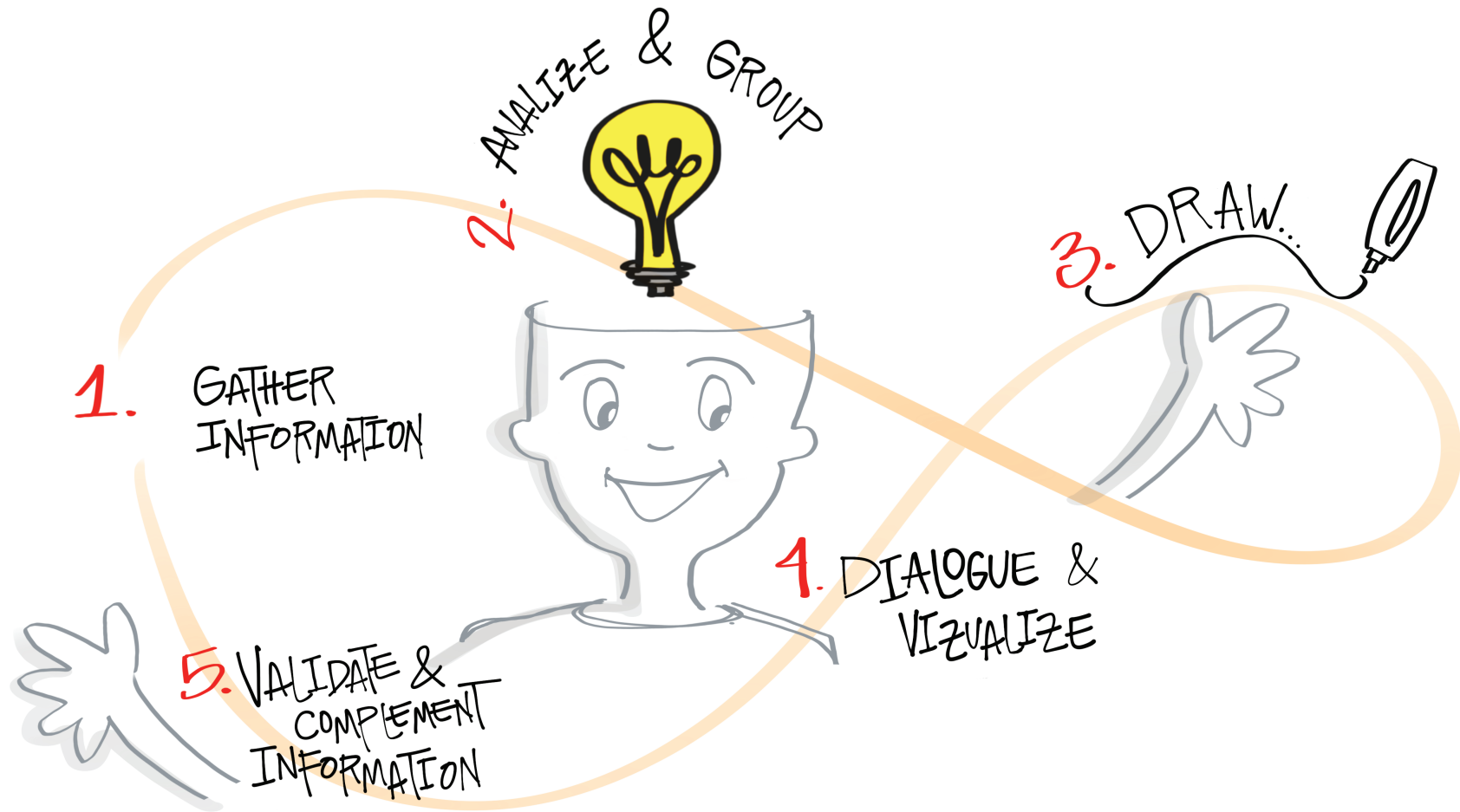


1-on-1 training sessions



Keynote with a variety of topics

Our Process



Thank you

For thinking of us

Do you want to know more? Let's talk!

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