DUAL REALITIES: TOOLS FOR IMPROVING MEMORY, COMMUNICATION AND CREATIVITY

Thursday, July 2, 2020 – Sunday, August 2, 2020

Participants interested in on-demand, self-paced learning including continuing education credit may register to download the recordings of the program from Thursday, July 2, 2020 through Sunday, August 2, 2020. The programs plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until January 23, 2021

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: January 23, 2021

Four Ways To Register

1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

NURSES: Institute for Brain Potential (IBP) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Institute for Brain Potential is approved as a provider of continuing education by the California Board of Registered Nursing, Provider #CEP9896, and Florida Board of Nursing. This program provides 3 contact hours.

PSYCHOLOGISTS: Institute for Brain Potential is approved by the American Psychological Association to sponsor CE credit for psychologists. Institute for Brain Potential maintains responsibility for this program and its content. This program provides 3 CE credits. Institute for Brain Potential is approved as a provider of continuing education by the Florida Board of Psychology. This course provides 3 hours of CE credit.

COUNSELORS, SOCIAL WORKERS & MFTs: Institute for Brain Potential has been approved by the National Board for Certified Counselors, Inc. Programs that do not qualify for NBCC credit are clearly identified. Institute for Brain Potential for Counselors is solely responsible for all aspects of the programs. This program provides 3 clock hours.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential is approved by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The interactive webcast is a knowledge-based activity with UANs 0092-0000-19-049-F04 and 0092-0000-19-049-F04. Individual contact hours: 3 hours (0.3 continuing education credit). This program is approved for continuing education by the California Board of Pharmacy as CE credit. This program provides 3 contact hours.

ON-DEMAND WEBICAST

Interactive Webcast Schedule: The date of the interactive webcast is Saturday, June 27, 2020. Session 1 starts at 12 PM Pacific Daylight Time/3 PM Eastern Daylight Time. Session 2 starts at 3 PM Pacific Daylight Time/6 PM Eastern Daylight Time. Please register early and sign in 30 minutes before the time of the webcast.

On-Demand Webcast: You may view the program in segments at your convenience until the expiration date: January 23, 2021. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists.

Group Registrations: Rates apply for three or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can watch interactive or on-demand webcast, or order home study recordings on different dates.

Transfers and Cancellations: Registrants can transfer to another live seminar without a penalty up to 72 hours before the seminar or webinar can request a full refund less a $15 processing fee or an audio CD or DVD recording of the program with the instructional outline for home study credit. Alternatively, a full-value voucher can be obtained good for one year for a future program. In the unlikely event that the program cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

User-Friendly Technical Support: If you are not computer savvy, we can help. Just call us anytime at (650) 458-3522. We have presented webcasts to over 100,000 health professionals since 2013.

Institute for Brain Potential: Since 1984, our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars. IBP is the leading provider of accredited programs concerning the brain and behavioral sciences.
**Dual Realities: Tools for Improving Memory, Communication and Creativity**

**FREQUENTLY ASKED QUESTIONS**

Q: Is there a way to enjoy the webcasts without being at my computer for 3 hours? What if I am not free on any of the scheduled dates of the broadcasts?

Yes! First, register for the program. You will receive a link to view the program starting July 2 until August 2. The program will be divided into four segments of approximately 75 minutes for user-friendly viewing.

Q: What if I have technical issues getting and staying connected, difficulty seeing the slides, or hearing the speaker?

We have an expert videographer to capture the sound and slides. We will make copies of the outline available to the participants. Further, in the unlikely event that you have connection problems, IBP will provide registrants with a free set of 2 CDs or DVDs of the entire program.

Q: I'd like to view the program and receive credit but without watching the live program or downloading it and still receive continuing education credit. Can I do this?

Yes! The cost of the DVD or CD set will be the same as the cost of the live program. Register now, let the operator know you will want the CD or DVD set (specify which), and make sure your profession is included in our online brochure.

Q: Can I attend this program live?

Yes, but only if you live in a city where IBP is currently presenting this seminar.

Q: My profession is not included on the brochure. Can I receive continuing education credit?

Maybe. Please contact our customer service at (888) 202-2938.

Q: How long does it usually take to receive a certificate of completion?

Typically, within 3 or 4 business days.

**In this three-hour program, health professionals will learn how people who have experienced the same event nevertheless develop different interpretations and memory for what has transpired.

The program includes brain-based skills that enhance accurate communication and reduce memory distortion.

Participants completing this program should be able to:
1. Identify at least three reasons why people can experience the same event and remember it very differently.
2. Demonstrate three strategies for communicating information more memorably.

**The Challenge of Dual Realities:**

**Why Can’t You See Things My Way?**

- **Dual Reality:** two people can experience the same event and remember it differently, especially with the passage of time.
- **Experience:** each of us views the world through our own lenses. We assess others based on our own knowledge, experiences, memory, beliefs, attitudes and intentions.
- **The Courtroom:** three reasons why eyewitness testimony is one of the most flawed processes in legal proceedings.
- **Emotional IQ:** how good are we at “mind reading? Are we better at understanding another’s mind, or our own mind?
- **Memory is Foundational:** how good are our memory systems; interactive demonstrations showing how vulnerable we are to distortions over time. How quickly do we forget?
- **Confidence:** what is the relationship between our confidence in a memory and how truly accurate is the memory?
- **We Don’t Know What We Don’t Know:** we are often unaware that we are unaware. When we don’t remember, we make things up.
- **The Most Common Outcome of Communication:** Believe it or not, it’s misunderstanding. A major cause of Dual Realities.

**Minimizing the Challenge of Dual Realities: Solutions and Tools**

- **The “Most Important Graph In The World” (MIG):** based on work from memory expert, Tony Buzan’s seven rules for enhancing communication that lead to more accurate and long-lasting memory of an event, conversation, or presentation.

- **The Forgetting Curve:** how we can slow down the rate of forgetting with two simple actions.
- **The Inverted U-Shaped Curve:** how stress helps and hinders memory and communication.
- **The Aspiration versus Effort Diagram:** what you put in is what you get out. No surprise. How to assess whether we are doing it effectively.
- **Mind Mapping:** this visual thinking tool is one of the most creative and innovative solutions to effective communication, the ability to enhance memory, and to see the big picture. In this segment, we will create a visual map as a reminder of this entire Dual Realities program. You won’t forget it.

**About the Instructor**

Stuart Zola, Ph.D., is an internationally recognized expert in the neural foundation of memory, memory impairments and Alzheimer’s Disease. Dr. Zola Co-directed the Alzheimer’s Disease Research Center at Emory University and is currently conducting research and developing practical applications to provide early detection of cognitive decline associated with Alzheimer’s Disease.

An outstanding and highly sought-after speaker, he artfully combines his knowledge of brain science and his natural sense of humor, social acumen and favorite hobby, sleight-of-hand magic to show how people can entertain different points of view and how to overcome dual realities.

In addition to Q & A sessions in class, Dr. Zola will answer your questions by email after the program concludes.