

TB SHOW



EXPERIENCE
KNOWLEDGE



Let's START

with a poetic tale

to illustrate our concept...

View



INTRO



It's a more than proven fact today,
the human brain is phenomenal.

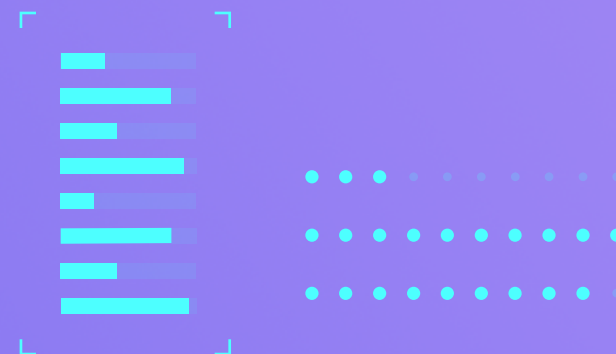
So why aren't we all geniuses?

An organ with a **structure of neurons equivalent**
to several times the entire global **internet network**,
should allow us to be as efficient as a computer.

Don't you think?

We have the tool but need the instructions.

So let's make it together, with **actual experiments**,
real people and **real learning objectives!**



WHAT

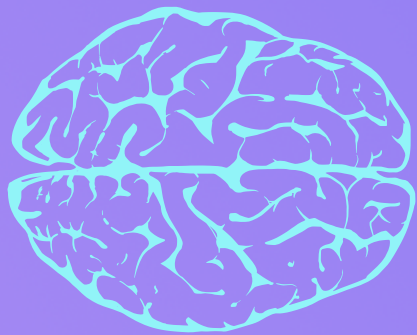
?

Learn to learn again!

The **concept** is to watch people experimenting with a **new learning method** far from conventional education.

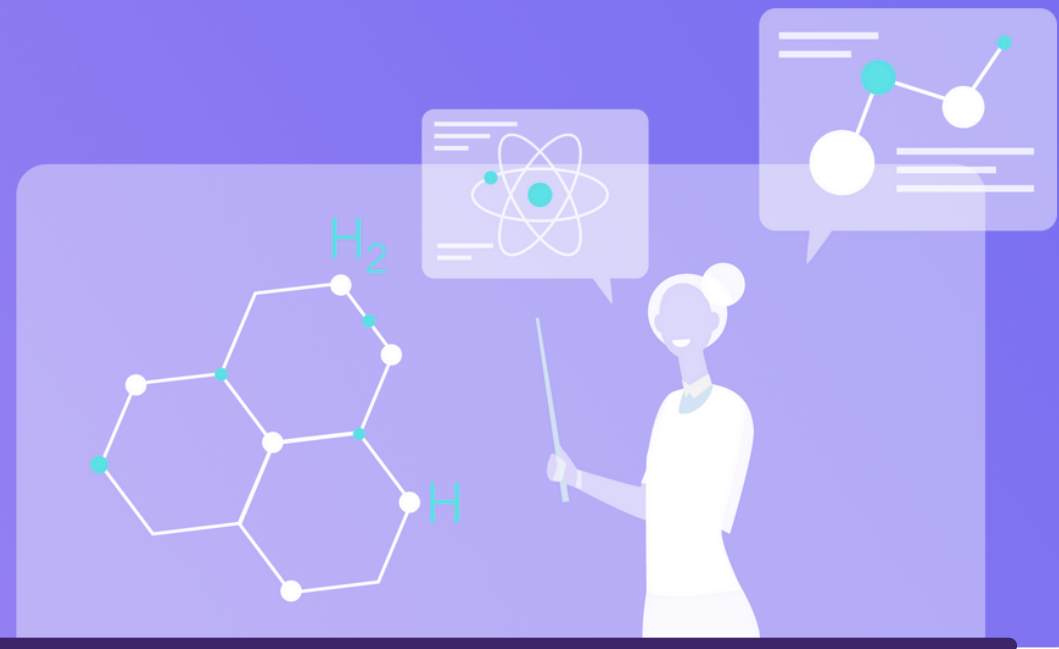
Ideally, people who have experienced no success at school have **bad memories of their time there** and feel that they are not fit to learn.

Most people are unaware that they have a fabulous and very powerful tool at their disposal:



THEIR
OWN
BRAIN.

Having always had, for only reference, a single framework and model of learning (**school, high school, then university**), many consider themselves unable to learn if the school system has convinced them of it and will make this conviction accurate.





This is called "Learned Helplessness":

When one convinces a child that he cannot, his brain subsequently calibrates him to fail; he will not even try anymore or will invariably fail (obviously, this tendency will continue into adulthood).

But in reality, **there are no good or bad students ...**

There are **beliefs, different learner profiles, and a multitude of ways to acquire knowledge!**



Let's listen to **real people** with **real stories**, experimenting with good humour and kindness with new ways of acquiring knowledge.




Let's allow them to be proud of their achievements, regain confidence in their personal power, and become a source of inspiration for others.

Revealing the extraordinary in the ordinary.

The volunteers participating in **the experiment** will have the **most diverse profile** from **various ethnic backgrounds**.

We want **something deeply human**, and what **better than real people** with **beautiful souls** and **beautiful stories** for that? Many people seek inspirational role models in this world of appearance and superficiality.



Not superheroes,
perfect and unattainable...

WHO ?



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**...but people
like them, like you, like me,**
who accomplish things that
will make them feel that it
is possible for them too.

**The real,
the authentic,
the perfectly imperfect.**

That's what we need,
and that's what's **missing**
in our societies today.

HOW ?

Thinking outside the box, and trying new things!

Education is far from being considered an attractive trend nowadays. Too often, we associate learning with a duty, a constraint, or boring...

We aim to give it **a completely different image** and prove that **learning is a natural brain ability** that brings us a lot of joy and fun!



So let's **create together**
something **new**,
something...

“ EDUTERTAINING ” !
(Educational + Entertaining)



For this purpose, a diverse **team of experts** in human aptitudes :

Neuroscientists, psychologists, researchers in cognitive sciences, educators, etc.

Will bring together their knowledge and **set up innovative, tailor-made and fun educational programmes.**

The aim is to set **a challenging educational goal for the participants** before the experience occurs.

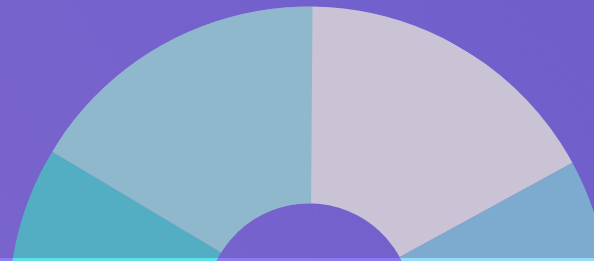


Something they consider themselves not good at. Then after the experience, measure their progress, give them confidence, and give them tools to use daily.

Remember that this **is an experimental process**, so not every experiment will be successful, but it will help people know themselves better.

The aim is to offer **something authentic.**

To share successes and failures, constantly improve, evolve, and progress together in understanding the human brain and learning.





The keyword of the whole programme is **kindness: valuing people** as they are and reconnecting them to their power.

It is a path that our volunteers will take with pleasure to rediscover themselves and that the audience will have just as much fun following.

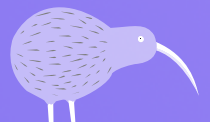
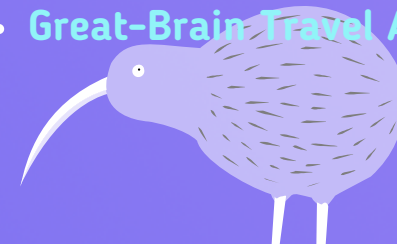
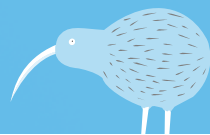
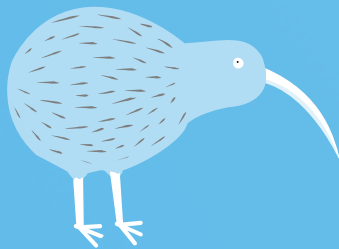
The combined use of our senses will be explored extensively in our experiments, which is why each one will be conducted in stimulating indoor or outdoor multisensory environments, or both.

And what better setting for our programme than **the magical landscape** of **Australia/ New Zealand?**

An additional opportunity to appreciate, discover or rediscover everything that makes **this beautiful country so unique.**

Each episode will follow the journey of 1-2 people (depending on the complexity of the experiment) and **Jessica** (TTB's CEO) throughout the process proposed by our team of researchers. We could give our experts a fun and easy-to-remember nickname, such as :

- **Great-Brain Travel Agents**
- **Great-Brain Travel Agency.**



WHY ?

A return to authentic values!

The aim is to gather a community for a new cause, open up whole new opportunities for them with :

**THIS IS HOW SMART
YOU ACTUALLY ARE!**

Instead of:

How can you improve your look? Lose weight? How to apply makeup?
What exercises make your body look attractive?

Of course, it can boost your pride, but **let's exploit the within first.**
We must turn back to the roots to fix what was wrong.

We all have a brain with incredible abilities to store and use information.

(About 86 billion neurons communicate through a huge network of several million billion synapses. This corresponds to several times the global internet network!)



Yet, in classical education today, we do not learn how to take full advantage of these natural faculties. **Difficulties/failure** at school is a reality that persists and is not without consequences.

This often leads to **a loss of confidence in the learner's abilities**, which will strongly influence their future choices and orientations.

Being able to learn any subject today is a game-changer : Having self-taught qualities means taking back the power of independence.

It offers oneself the possibility to evolve professionally, retrain, undertake, regain self-confidence, quench one's thirst for knowledge, stimulate oneself intellectually, and exploit one's potential...

In short, to become an actor in the world and no longer a powerless spectator.

Let's imagine for a moment a world where everyone is the master of their own knowledge and ability to reveal their best qualities and talents... What beautiful projects, businesses, charities, innovative solutions, and happy people would be born?



TYPICAL EPISODE EXAMPLE

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Average length of an episode	40 min
Target audience	All audiences
Style	Educative ? Yes BUT: Fun, Offbeat, Social, Emotional. We have to remember, learning is our natural ability, we are meant to learn ! Let's do it our way !

N°	TIME	PART	DESCRIPTION
1	30 s	Opening credits	
2	5 min	Presentation	"Brief presentation of the volunteer(s) Teaser style (attractive, catchy, funny or emotional)"
3	5 s	« The Great Brain Travel Agents »	"Short interlude Graphic design, attractive visuals, and music"
4	5 min	The experts speak	"Objectives of the experiment, outline Simple and accessible speech + design effects to illustrate the explanations given"
5	5 s	« Planning the journey »	"Short interlude Graphic design, attractive visuals, and music"
6	10 min	Learners + Experts meeting	More personal details from the volunteer(s) (Their « Why ? », learning objectives, dreams, or story) with the intervention of our experts (Analysis + explanation of the course of the experiment)
7	5 s	« Let's Start ! »	"Short interlude Graphic design, attractive visuals, and music"
8	15 min	The Experiment	"Extracts and follow-up on the course of the experiment. We follow the different stages of the experiment with interludes of testimonies of the volunteer(s) (how do they feel ? Feedback ?) and analyses or statements by the experts"
9	5 s	« Let's see ! »	"Graphic design, attractive visuals, and music"
10	5 min	Results	"Comparison of learners' skills before-after Have they made significant progress?"
11	1 min	The final word	Practical summary of key points, or tips for our viewers, or inspirational quote, or a teaser for the rest of the experience (if it takes place over several episodes)
12	30 s	End credits	

WHAT IS THE TRAVELLING BRAIN ?

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“The Travelling Brain” aims to be a **permanent educational laboratory where the learner is at the heart of the development process** of our methods, courses, services and products. Our ambition is to help adults who have had a negative experience in their school careers reconcile with learning in a non-academic way.

Today’s fast-paced world requires us to be **lifelong learners**. Rediscovering the pleasure of learning and confidence in one’s abilities are precious keys to developing one’s talents and evolving one’s career.

We believe in the power of interdisciplinarity to think outside the box and be innovative. This is why many fields are at the heart of our activity: **education, cognitive sciences, neurosciences, games, arts, and new technologies**, to name but a few.

Successful learning depends on many factors, so we are committed to developing a comprehensive education, inclusive and relevant to everyone.

CONTACT

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Thank you for your attention

If you are interested in our show concept, let's talk more about it:

The Travelling Brain

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