UPFRONT
Slide Makeover Lab

Red Cup
PRESENTATIONS
Moving decision makers to action

❧ Overview ❧

It is rare to attend a business presentation where visual aids are not used. The predominant visual aid is a slide deck. It is fair to say that most slide presentations are poorly designed and awkwardly delivered.

This is often the result of preparing the slides before planning the presentation. It is ultimately important to "go analog before going digital." Structure your presentation before you start collecting or designing slides.

The purpose of using visual aids, either Microsoft PowerPoint or Apple Keynote or Prezi, is to support, clarify, and emphasize portions of your presentation. Incorporating visual aids will enhance your presentation by providing another way to reinforce the information. Used strategically, visual aids can break up the monotony of a presentation and increase audience retention by appealing to more than one learning style.

OUR APPROACH

The purpose of the slide makeover webinar is to provide participants with the foundational skills and best practices for designing and integrating slides into a presentation.

The webinar opens with a review of the UPFRONT Presentation Planning process. This includes presentation check list questions that must be addressed before determining which slides to include in the presentation.

Typical slide annoyances are identified, and slide design principles are introduced to alleviate those annoyances.

Each participant will have an opportunity to work with a slide deck they bring to the workshop and apply the slide design principles to one of those slides.

Participants receive verbal feedback as they present the before and after slides to the group.

With the proper preparation of the overall presentation combined with effective slide design and integration techniques, presenters will control their presentations with a strong message supported by clear and memorable visual aids.

> The slide clarifies and enhances.
> The presenter persuades.

MODULE DESCRIPTIONS

1. Planning Your Presentation - Checklist
- Confirm the audience profile and needs
- Confirm three key points
- Confirm the flow: Beginning – Middle - End

2. Slide Design Principles
- The role of the presenter
- Consequences of poorly designed slides
- Three slide design principles
- SmartArt and other graphic techniques
- Customized before and after slide demonstrations

3. Slide Makeover Application
Each participant will break from the session and apply the slide design principles to one existing slide.

4. Slide Integration Principles
- Where to stand relative to the screen (face-to-face)
- How to effectively share slides virtually
- Three slide integration principles

5. Slide Presentation Practice
- Explain what was wrong with the slide
- Explain what changes were made
- Present one slide for feedback and coaching

SESSION LENGTH
- Three hours
- Capped at 10 participants

WHO SHOULD ATTEND?
- Executives – Managers
- Scientists – Engineers
- Marketing Mgrs. – Sales

Prerequisite – Virtual UPFRONT Presentations

BENEFITS
Participants will leave the session with tools and techniques to improve upon any slide deck with the goal of creating an easy to follow, memorable and persuasive presentation.

MATERIALS
Downloaded Worksheets
Electronic Checklist

PREWORK
- Skill self-assessment
- ID upcoming presentation

POST SESSION FOLLOW-UP
Revised slides may be submitted post-session for feedback at an hourly rate.