

Slide Makeover Webcast



It is rare to attend a business presentation where visual aids are not used. The predominant visual aid is a slide deck. The “Death by PowerPoint” phrase is a result of poorly designed slides awkwardly delivered. The fault lies in preparing the slides before planning the presentation. Remember, it’s not the slide that persuades, it’s the presenter.

Visual aids, either Microsoft PowerPoint or Apple Keynote or Prezi, should support, clarify, and emphasize portions of a presentation. Used strategically, visuals can break up the monotony of a presentation and increase audience retention by appealing to more than one learning style.

Webcast Flow

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
- Incorporating video
- Before and after slide demonstrations

3. Slide Integration Principles

- Where to stand relative to the screen
- How and when to gestures toward the screen
- Three slide integration principles

Session Length

Two hours – Live

One hour – Recorded

Pre-requisite

Workshop exposure to the **UPFRONT Persuasion Through Presentation** planning process

Post Session Follow-up

Revised slides may be submitted post-session for review and feedback.

Slide Makeover Webcast’s Unique Value

Proper preparation combined with effective slide design and integration techniques enables presenters to create presentations with a strong message that is supported by clear and memorable visual aids.

Live and Recorded Webcasts

- Identify typical slide annoyances
- Prezi example
- Virtual slide presentations – best practices
- Preparation Checklist

Recorded Webcast

- ‘Before and after’ illustrations of generic slides from different industries and slide design options
- Slide design suggested application exercises

Live Webcast

- ‘Before and after’ illustrations from pre-submitted participant slides
- Pre-work
 - Self-assessment
 - Slide submission for makeover demos

Who Should Attend?

- Executives – Managers
- Scientists – Engineers
- Marketing Managers
- Salespeople