

DESIGN TECHNIQUES FOR POWERFUL PRESENTATIONS™

1 DAY COURSE

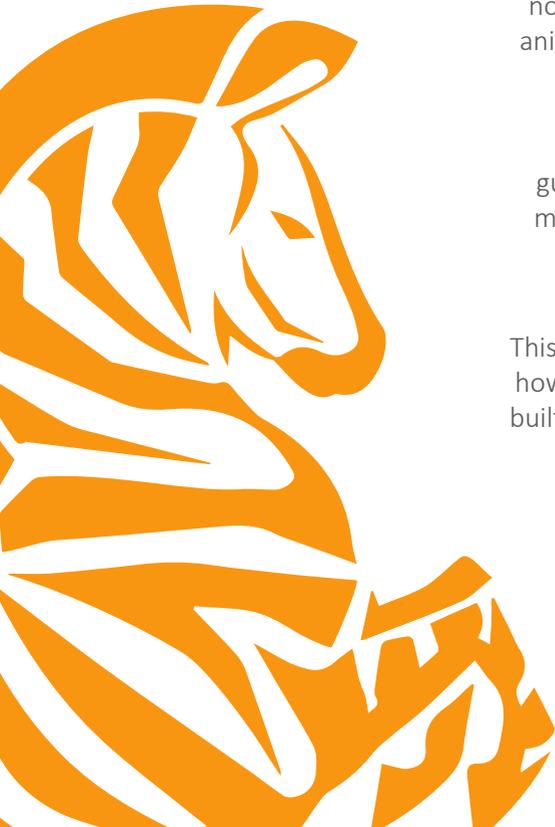
Let's be honest, a traditional, slide-after-slide PowerPoint presentation crammed with bullet points just doesn't cut it anymore. With the rise of multimedia and the web, people now expect something far more engaging, particularly Gen Y.

You might be thinking that's easier said than done. But what if we told you that it's not about adding unnecessary graphics or animations that detract from the message.

It's about crafting a presentation that is visually effective; a presentation that powerfully supports the speaker while guiding the audience through the subject matter, in a way that holds their attention far more effectively than traditional 'Death by PowerPoint'.

This course has been designed to teach you how that can be done – using PowerPoint's built-in tools – to create a presentation that is powerful, professional and engaging.

A presentation that gets results.



POWERFULPOINTS
CORPORATE PRESENTATION SPECIALISTS



WE WANT YOU TO KNOW WHAT WE KNOW

At PowerfulPoints, we design and build presentations for organisations such as Coca-Cola, McDonalds, BHP, ANZ and MasterCard (to name a few) and we know what works; now we want to share that knowledge with you.

Design Techniques for PowerfulPresentations™ is a 'hands-on' program that teaches you how to create presentations that are visually engaging, professional and memorable, led by our world-class designers.

WHAT ARE THE BENEFITS?

Research shows that improving presentations can be one of the most powerful ways to improve business communication.

A well-constructed presentation builds trust, improves credibility, engages audiences and as a result, intended outcomes are far more likely to be achieved.

IS IT FOR YOU?

Whether you are a Senior Executive or an Executive Assistant – investing in your design techniques not only improves the quality of your presentations, it also positions you ahead of your peers and competitors.

To benefit from this course, all you need is an intermediate level of PowerPoint skills. You do not need previous design experience.

Please note you will need access to a computer or laptop with PowerPoint version **2010**.



For more
information
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WHAT OUR CLIENTS SAY

Jennifer Lymer

National Business Manager,
Coca-Cola Amatil

“The Design Techniques course is **the answer to making your presentations interesting, engaging and inspiring**. I learned how to create a presentation that moves with grace and ease so it supports what I want to say. Best of all, the skills I learned in this course have taught me how to make my presentations memorable!”

Inka Schrader

Marketing Manager,
Ecoult

“This course has sparked my creativity to think outside the box when designing my presentations, and given me **the tools to create more memorable presentations that convey clear, strong messages**. The facilitators were very supportive with the individual exercises.”

Grace Bronowska

Executive Assistant,
Chemmart

“I thoroughly enjoyed this course. **It was engaging, interesting, and I left feeling more motivated than ever** to get stuck into my next presentation. It was also comforting to know that I had a follow-up (1-on-1) session. The PowerfulPoints team has been extremely encouraging and supportive in my journey to becoming the office ‘Presentation Guru’!”





COURSE OUTLINE

The 3 Essential Steps of Presentation Design

Discover the key elements of presentation design that will significantly improve the way your message is delivered and received. (No more bulleted slides!)

Designing a Theme

When more than 1 person generates presentations for an organisation, an effective template is a must.

1. **Look & Feel:** Create (or apply) an impactful theme that reflects the style, brand and dynamic of your organisation.
2. **Visual elements:** Colours and fonts can become visual triggers of your brand, so it's important to learn how to use them correctly.
3. **Grids and guidelines:** Learn how to make the most of this essential tool to give your presentation structure, consistency and clarity.
4. **Streamline your design:** Discover how PowerPoints in-built design tools and 'Slide Masters' can simplify and speed-up the design process.

Designing Your Slides

Most presentations have too much content and are often used as a script for the speaker, rather than a visual aid for communication.

1. **Cut back your content** and improve text-based slides in 3 simple steps.
2. **The magic of icons:** Our secret to creating memorable icons quickly and effectively.
3. **Effective use of images:** Do's and don'ts of designing an effective image-based slide.

Animating Your Slides

Unnecessary animation is tacky and unprofessional. A good presentation uses effective animation to support the message.

1. **Animations and transitions:** Learn when it's appropriate to animate (and when it's not).
2. **How to structure animations and transitions** to move the presentation in a visually engaging way.
3. **A vast array of tools:** Discover the most effective animations and transitions that PowerPoint makes available.
4. **Charts, tables and infographics:** Learn how to display your data so that it communicates your message more effectively.