

# BUILDING POWERFUL PRESENTATIONS™

1 DAY COURSE

We all know that poorly designed and executed PowerPoint presentations simply don't cut it in today's world, yet creating well-constructed and ultimately successful presentations is a challenge for many. Why? Because rarely is anyone taught how.

A great presentation is more than just a series of pretty slides. It's a balance of solid structure, effective narrative and visual style that are put together with a clear objective in mind. It's about the slides working together with the presenter to create the best possible outcome, both in terms of audience engagement and presentation effectiveness.



**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. We know what works and we want to share that knowledge with you.

We've distilled what we've learnt from our extensive experience into a range of programs that can help you create and deliver highly effective presentations. Our *Building PowerfulPresentations™* course addresses areas not taught anywhere else: establishing a solid objective and structure, developing a clear message, and using effective visuals that focus on your outcomes, engage your audience and most importantly, get results.

## WHAT ARE THE BENEFITS?

Research shows that improving presentations can be one of the most powerful ways to improve business and career prospects. Well-constructed presentations improve communication and credibility, engage audiences and move them to take action. As a result, presentation outcomes and objectives are far more likely to be achieved.

## IS IT FOR YOU?

This course has transformed the lives of Senior Executives, Executive Assistants and even Company Directors – anyone who wants to take their presentations to a whole new level.



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information  
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## WHAT OUR CLIENTS SAY

### Karen Cooke

Global Corporate Marketing  
Leader, Flight Centre

“A great overview on PowerPoint presentations from content and structure to best practice design. **Certainly worth the day out of the office!**”

### Amanda Stapleton

Executive Assistant, CBA  
Wealth Risk Management

“*Building Powerful Presentations™* is like no other presentation course. The course is engaging and interactive, and you have the opportunity to work on and customise your own presentations. **I'd recommend this course to anyone who wants to present that “wow” presentation.**”

### Jennifer Lymer

National Business  
Manager, Coca-Cola Amatil

“I highly recommend this course. **It'll change your life, your presentations and enhance your success in your role.**”



# COURSE OUTLINE

## **Firing up your PowerPoint**

Introduction to the 'Immutable Laws' of presentation effectiveness and the new best-practices of PowerPoint.

## **Structure: Building the foundation of a successful presentation**

The importance of planning & structure in building a presentation, and relevant techniques.

1. The benefits of good planning and objective-setting
2. Moving your audience to action: 5 questions for success and how to adapt them to any presentation
3. How to address key objections before they arise

## **Content: Crafting your message**

How to construct slides that are impactful and easy to understand.

1. What goes on a slide? Things to be read vs. things to be said
2. Designing a text-based slide in 3 steps
3. How to use slide titles to deliver more powerful messages

## **Design: When the pixels hit the plasma**

The most effective and impactful design elements of a presentation.

1. Slide layout and the 'rule of thirds'
2. Effective use of text and colour for clarity and impact
3. Effective use of animations and transitions: How to avoid the pitfalls of poor presentation builders

## **Data: Communicating complex ideas & information**

How best to communicate information that is complex in nature.

1. How to determine the best graphic for your message
2. The essentials of good chart design
3. How to create tables and charts that your audience can understand
4. Using the 'Info to Ink ratio' to help determine what to include (and what to remove) in order to deliver your information effectively