

## Designing a Presentation

*How to prepare a presentation that will have the desired impact on your audience*

### Course benefits:

This one-day course will show you how to design a presentation that when delivered will make the audience sit up and take notice. This course is not about delivery which to be successful is largely dependent on the quality of the material. You will learn about the process of designing your presentation so that it has a proper start and end, and lots of meaningful and memorable content in-between. You will learn how to set a standard for appearance and content, think visually so the audience will remember, and prepare a 'Story Board' for your presentation so you avoid a collection of unrelated slides.

### Who should attend:

This course is suitable for people who prepare presentation materials for use by themselves or by others. Presentation skills are not taught on this course.

### What you will learn:

- **Knowing your objectives** – why this presentation is necessary; what you are trying to achieve; learning objectives; what needs to be included and what doesn't; know your presenter, their style of delivery and preferences regarding content and format
- **Understanding your audience and their reasons for attending the presentation** – what they want to know; how they will use this knowledge and information: to make decisions, assess progress, and plan other work; selling yourself, your organisation, its products and services
- **Deciding on structure and content** – start, middle and end; deductive and inductive approaches; matching the presentation content to how people understand and use information
- **The 'Story Board' approach** – the first draft and working notes; thumbnail sketches; bullets that will become illustrations; making it easy for the presenter; signposting and other techniques to provide a link from topic to topic
- **Avoiding 'Death by PowerPoint'** – not too many and not too few; avoiding commonly used clip art and gratuitous clip art; when and when not to use animation
- **Thinking visually** – how the brain processes words and pictures; avoiding text and using diagrams, tables and illustrations
- **Making your visuals meaningful and memorable** – format and appearance; the use of colour, fonts, position and graphics; borrowing ideas from the world of art and design
- **Writing a script** – format for a script; how to use a script without becoming note bound; key points; timing; inviting audience participation

Emerge Training and Consultancy. Web site: <http://www.emergetraining.co.uk>

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**How you will learn:**

This course includes a number of exercises that show attendees how to plan, design and develop a presentation. Work products include the Presentation Outline, Story Board and Script.

**Duration and availability:**

One day non-residential. In-house only.

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