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**SHARE YOUR MESSAGE.  
MAKE AN IMPACT.  
BE MEMORABLE.**



**IDEAS ON STAGE**

“Hiring Andrea was one of the best decisions I’ve ever made.”



“His process is amazing. People were engaged throughout my TEDx talk and I even received a standing ovation! I wouldn’t have been able to do it like that by myself.”

## “I JUST WANT TO SHARE MY MESSAGE, MAKE AN IMPACT AND BE MEMORABLE.”

**We help established business owners and professionals create and deliver powerful presentations.**

You have been invited to deliver a special presentation, a talk at a conference or a technical speech and you want to deliver it in a way that is memorable and makes a difference.

You want to make a great impression on stage. You want your audience to take action.

We can help you develop your message and storyline. We make sure you have the right visual slides that amplify your

message. We make sure you are 100% ready to get up in front of your audience.

We can help you deliver technical or abstract ideas all the way through to inspiring audiences to action.

Above all, we can help you stand out and shine.

**“You might have a good idea for your presentation; but do you have a good presentation for your idea?”**



BlaBlaCar

Google



TEDx



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What we have learnt in successfully working with hundreds of clients over the last ten years is that there are three key problems that get in the way of you being able to share your messages in a powerful way.

The good news is, there is a solution for each of them.



## THE 3 KEY PROBLEMS

- 1 Unclear message:** you find it difficult to develop a compelling message and to craft a story that resonates.
- 2 Death by PowerPoint:** you know that bullet points kill your audience's attention but you don't know how to design the right visual slides.
- 3 Inability to connect:** without an engaging narrative and powerful visuals that amplify your ideas, you find it difficult to connect with your audience.



## THE 3 KEY SOLUTIONS

- 1 Compelling message:** you have to identify your key messages and shape them into a compelling storyline that grabs and keeps the audience's attention.
- 2 Elegant visuals:** you have to illustrate your talk with memorable visuals that help your audience to understand and remember.
- 3 Powerful communication:** you have to make sure you are 100% ready to get up in front of your audience and deliver your presentation comfortably and convincingly.

# THE PRESENTATION SCORE METHOD

## IT'S MORE THAN JUST POWERPOINT

If you think a presentation is just about PowerPoint, you've missed the point. It's about connecting. It's about a story, a proposition or a value that gets communicated.

## FIVE SUCCESS CRITERIA FOR EVERY PRESENTATION

The Presentation SCORE Method aims to ensure all presentations meet five key success criteria:



## THE PRESENTATION SCORE METHOD CONSISTS OF FOUR STEPS:



### STEP 1

#### IDEATION

Understanding your audience and their needs, setting your objective, and brainstorming to find your key messages

### STEP 2

#### CREATION

Shaping your messages into a compelling storyline that grabs and keeps the audience's attention and makes your key messages stick

### STEP 3

#### ILLUSTRATION

Illustrating your talk with powerful visual aids that help your audience to understand and remember, instead of the typical death-by-bullet-point that only makes them switch off

### STEP 4

#### DELIVERY

Preparing to speak, rehearsing, and delivering your presentation comfortably and convincingly

# WHAT'S INCLUDED IN THE PRESENTATION SCORE PROGRAMME

- 1x 2 hour session on IDEATION - to help you understand your audience and their needs, set your objective, and brainstorm to find your key messages
- 1x 2 hour session on CREATION - to help you translate your messages into a compelling storyline that grabs and keeps the audience's attention
- 1x 2 hour session on ILLUSTRATION - to help you storyboard your presentation with highly effective visuals (slides) that support and amplify your storyline
- 1x 2 hour session on DELIVERY - to help you rehearse and deliver your presentation comfortably and convincingly
- 1x 2 hour voice coaching session - to help you use your voice to communicate your message more effectively
- Design of highly effective visuals (slides) that help your audience to understand and remember
- A workbook with practical activities and tasks that'll help you create your own presentation
- Filming and photography during your talk - to help you build and elevate your personal brand
- Public speaking coaching with Virtual Reality - to help you practise in a setting which is as close to the real situation as possible
- Additional support from a certified public speaking coach for the duration of the programme to help you develop the best talk of your life

This hands-on programme will ensure your presentations will never be the same again.

## Who's This For?

This programme is ideal for established business owners and professionals who want to deliver powerful presentations.

This is not for people who are not open to trying a different way of creating presentations. At Ideas on Stage, we avoid any association with poor presentations. Our reputation is very important to us, therefore if a client does not allow us to make their presentation a success, we prefer not to be associated with that presentation at all.

If, however, you want to make a great impression on stage and above all, you want to share your message, make an impact and be memorable, then this is definitely for you.

## What We Want From You

There's only one thing we want from you: to commit to the process. After each session we will propose exercises and activities which will be different from the things most people do when they create business presentations. Do the work, and trust and enjoy the process. Your audiences will thank you.

## WHAT OUR CLIENTS SAY



I approached Andrea from Ideas on Stage because I was invited to give a talk to a large audience at a seminar. I had never given a sales presentation to such a large audience before and I wanted to execute it well. Andrea helped me develop a really good structure for my presentation. I had powerful slides that amplified my messages and he also helped me deliver it in the most effective way. One thing I liked was his proactiveness, flexibility and practical approach. His programme is not about theory, it's a practical programme which helped me prepare a great presentation from start to finish: working on content, structure, slide design and public speaking coaching. I would highly recommend Andrea to other business owners who want to share their message, make an impact and be memorable.

**Kieren O'Connor**  
CEO, Growth Stream



"Andrea helped me to communicate more effectively and ultimately, to win higher-paying clients. I would seriously recommend him if you are wanting to use presentations to make radical changes in business."

**Lydia McCarthy-Keen**  
Founder



"Andrea provided me with invaluable advice for my TEDx Talk. He helped me to ensure that my presentation was very clear in the message and also engaging at the same time."

**Ewelina U. Ochab**  
TEDx Speaker



"I had a very important presentation to make and I wanted to get it right. Andrea helped me clarify my message so that it resonated with my audience. We started from a rough idea and ended up with a powerful presentation that helped the audience better understand my message. I believe I had the best presentation at the event."

**Paul Watts**  
CEO, The Charge EV



"Working with Andrea made me be crystal clear on my message, how I was going to deliver it, I had slides that I felt confident to use and proud about and it made me refine the whole process."

**Kerrie Dorman**  
Founder and COO, Association of Business Mentors

## TESTIMONIAL: MARGARET ROSE-GODDARD



### **Margaret Rose-Goddard**

*Co-Founder, Future Law &  
U-Solve Impact Accelerator  
| TEDx Speaker*

I approached Ideas on Stage because I was invited to give a TEDx Talk, I had a very important message to share and I wanted to do it well.

I'm so grateful that I found and hired Andrea to help me distill my story and share it on a TED stage. Their process is amazing - helping people to structure their story around key messages. That was huge and really helped target and hone my talk.

How he related to me as a client was also amazing - he listened, he gave me time, he was insightful and perceptive. He was also able to distill my core messages quickly. People were engaged throughout my talk and I even received a standing ovation from the audience!

It was great working with Andrea. I wouldn't have been able to do it like that by myself. Hiring Ideas on Stage was one of the best decisions I've ever made.

I would recommend them to lawyers like me, business professionals and anyone who wants to be able to tell their story powerfully and communicate effectively.



## MEET THE TEAM



**PIERRE MORSA**

Co-Founder and Creative Director



**PHIL WAKNELL**

Chief Inspiration Officer



**MICHAEL RICKWOOD**

Chief Coaching Officer



**ANDREA PACINI**

UK Presentation Director



**RICARDO BONIS**

Director Spain and Latin America



**JOE ROSS**

Chief Strategy Officer



**VANESSA QUERVILLE**

Chief Pitch Officer



**EDOARDO SALA**

Italy Presentation Director



**ROSE BLOOMFIELD**

Presentation Director



**FRÉDÉRIC-PASCAL STEIN**

Presentation Director



**MARINE BÉNARD**

Event Manager



**ISMAEL SALMERÓN**

Designer



**CAMILLE SPOKOJNY**

Client & Partner Director



“After your presentation, if your audience doesn’t do, feel or believe something different, then you’ve wasted your time — and worse, you’ve wasted theirs.”

**Phil Waknell**



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