



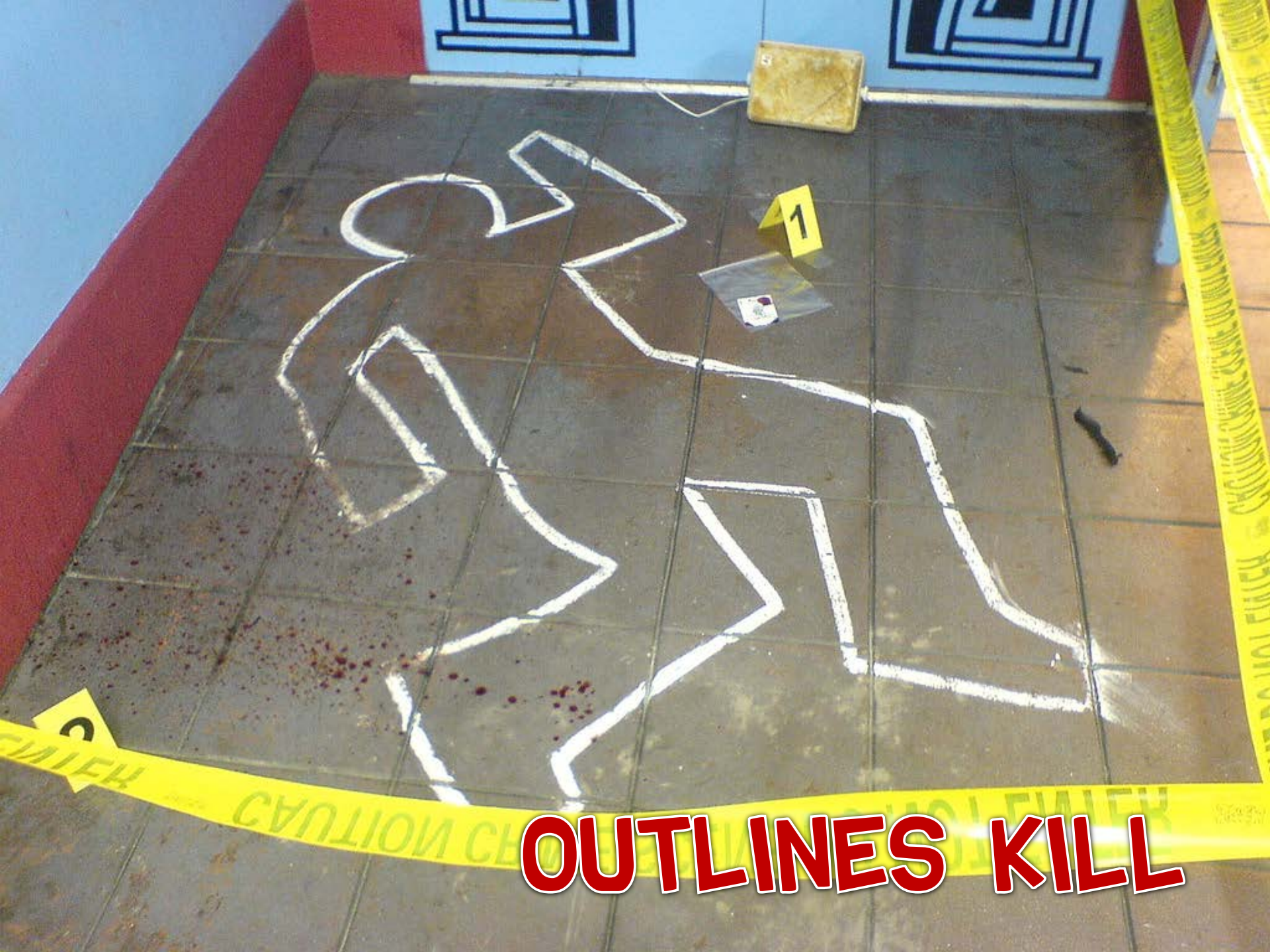
**YOUR  
PRESENTATION  
SUCKS**



**MINE SUCK TOO**

**SLIDES != OUTLINES**





**OUTLINES KILL**





**RIP YOUR AUDIENCE**

**LESS TEXT**

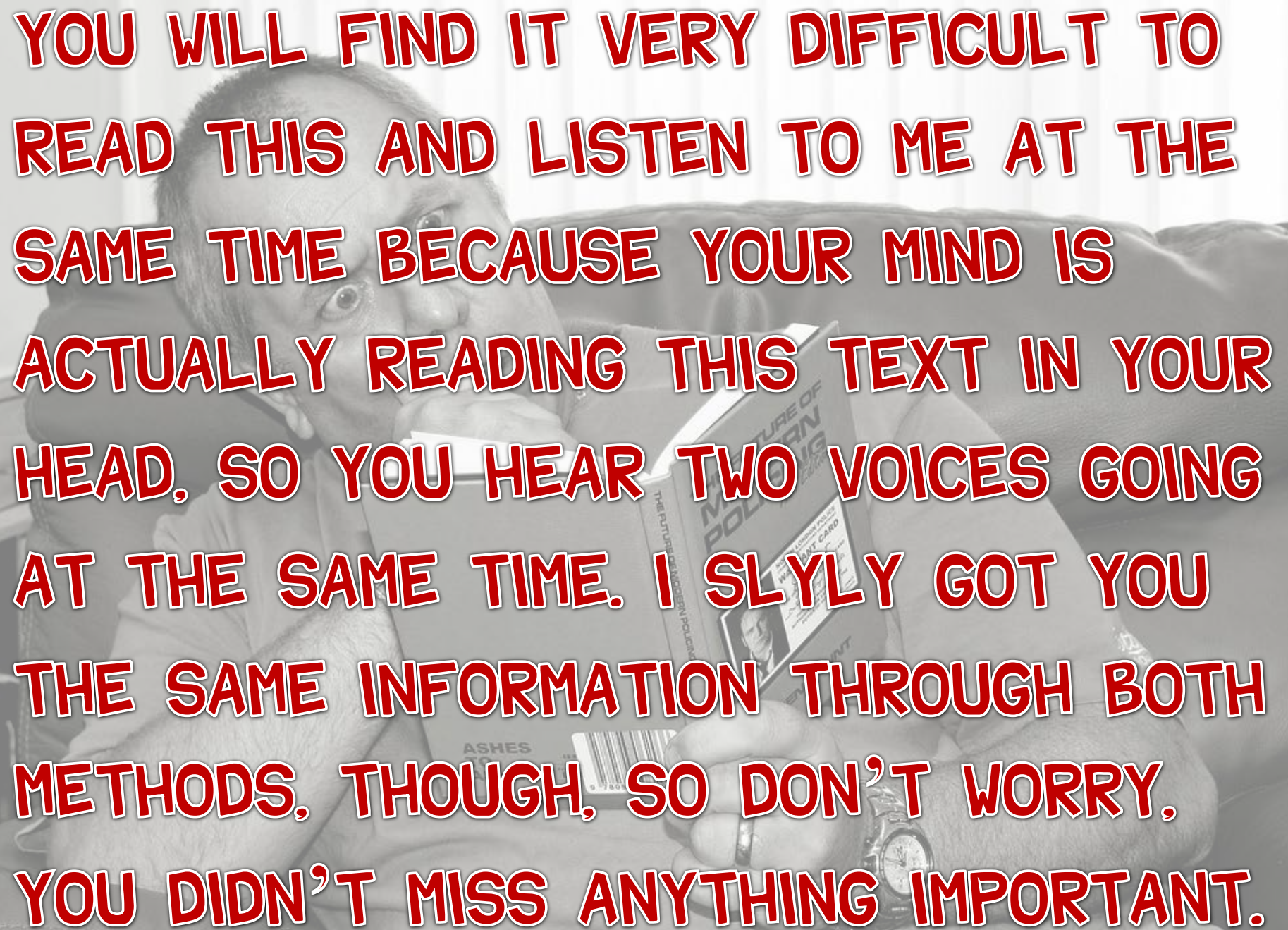


VT 26 17 EL PRIMER DIA DE LES AZIMES  
EIS DEIXEBLES ANAREN A DIR A  
JESUS ON VOUS QUE ET FEMELS PRE  
PARATUS PER SOPAR PASQUALE  
RESPONGUE AN PU A CIUTAT A  
CASA D'ANDIGUEU EL MESTRE DIU  
A MEVA HORA ES A PROP FARE E  
SOPAR PASQUALE MEUS DEIXEBLES  
CASA EVA EIS DEIXEBLES VAN COMPIR  
E QUE JESUS ELS HAVIA ORDENAT  
PREPARARE ELS SOPAR PASQUALE  
ARRIBAT ELS CAPES PRE JESUS ES POSA  
ATAULA AMB ELS DOTZE MENTRE SO  
PAVEN DIGUEU US HO ASSEGURO UN  
DE VOSALTRES EM TRAIRA VOLT EN  
TRISTISSIM HAVEN PREGUNTANT  
UN RERE ALTRE VOSOS PAS JO  
SEN VORREIS TORS RESPONGUE E QUE  
SUCARIBI A LA TATEN PRATES LOU  
EM TRAIRA ELS UN DELS HOMEN  
A ELS COMES SCRIBIU FAY ELS  
PERO AIDA QUIBETRA EN XAL  
GRANO FAYER NASQUIT  
E TRAI A L'PREGUNTA  
ORABE LURES PONGU  
EMPRE SOPAVEN ELS  
E PA DIQUE LA BEN

CHACUN D'US DEU A LA MORT  
VETLEU IPREGUEU PER NO CAURE  
LA TEMPTACIO ELS PERIT D'HOM  
ES PROMPT E PERO LA CARNES FEB  
SEN ANA PER SEGONA VEGADA VA  
CARDENT PAREMEUS AQUESTA CO  
NO POT PASSAR IL UNY SENSE OVE  
BEGUI QUE ES FACILATE VA VOLUNT  
DES PRETORNA EL STROBAD DORMI  
ES OVE ELS GULS ELS PESAVEN ELS DI  
SEN TORNA A PREGAR PER TERCE  
VEGADA DIENTES MATEIXES FRAU  
LAVORS A CAPALS DEIXEBLES ELS  
DORMIR A REPOSEN SA COSTA L'HOM  
EL FIL DEL HOME SERA ENTREGAT EN MA  
DELS PECADORS AXEOMEI VOS AN  
E L'OM EM TRAEIX A ESA OULENCA  
JESUS PARLAVA ANQUANVA ARRIB  
NUDES UN DLS DOTZE LA COMPANIA  
MOL A GENT ARMADA QUE VENIA  
PART DELS GRANS SACERDOTS I DE  
UNOTABIES DEL POBLE L'OM ENTR  
ELS HAVIADONAT AQUEST SENYA  
ESELLOU JOBES A REDETENU L'OT  
SEUTER A LOSSES  
SUVEI ELS ELS  
COMANYES ELS  
HAGD FER LA ORSSA BRON

WALL OF TEXT!



A grayscale photograph of a man lying down, reading a book. He has a surprised or intense expression on his face. The book he is holding has a cover that includes the text 'THE FUTURE OF POLICE', 'WARRANT CARD', and 'ASHES'. A large, bold, red text with a white outline is superimposed over the image, covering most of the frame. The text is arranged in ten lines, reading from top to bottom: 'YOU WILL FIND IT VERY DIFFICULT TO', 'READ THIS AND LISTEN TO ME AT THE', 'SAME TIME BECAUSE YOUR MIND IS', 'ACTUALLY READING THIS TEXT IN YOUR', 'HEAD, SO YOU HEAR TWO VOICES GOING', 'AT THE SAME TIME. I SLYLY GOT YOU', 'THE SAME INFORMATION THROUGH BOTH', 'METHODS, THOUGH, SO DON'T WORRY,', 'YOU DIDN'T MISS ANYTHING IMPORTANT.'

**YOU WILL FIND IT VERY DIFFICULT TO  
READ THIS AND LISTEN TO ME AT THE  
SAME TIME BECAUSE YOUR MIND IS  
ACTUALLY READING THIS TEXT IN YOUR  
HEAD, SO YOU HEAR TWO VOICES GOING  
AT THE SAME TIME. I SLYLY GOT YOU  
THE SAME INFORMATION THROUGH BOTH  
METHODS, THOUGH, SO DON'T WORRY,  
YOU DIDN'T MISS ANYTHING IMPORTANT.**

**MOAR PICS**





**HUMANS LIKE PICTURES**



**YOU WILL REMEMBER  
THIS SLIDE**



**DESIGN FOR CLARITY**







**DESIGN FOR BACK HERE**

**HAVE SOME STYLE**



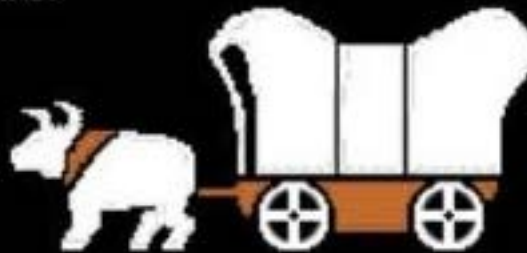


**THIS GUY HAS IT**





"Terry? That's a GIRLS name!"



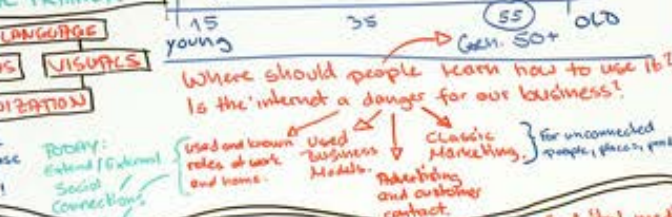
You have died of dissing Terry

# HUMOR SELLS

**SLIDES ARE NOT  
ALWAYS THE ANSWER**



TECHNICAL LANGUAGE  
 HELP 2010  
 DO: USE NEW MEDIA NOW!  
 INTERNET IS SELF EDUCATION



How could people learn competences of digital media?  
 Attend to teaching time and workflows at customer!

DO: CREATE PLAN WITH GRAINED LEVELS  
 GOAL: USE AND IMPLEMENTATION IN SINGLE STEPS, NO GREAT SUGGESTING SWIPE

COSTS	OBJECTIVE
LISTENING	is listening from what your customers are saying!
TALKING	not only showing your message!
ENERGIZING	is helping your best customers recruiting other people!
SUPPORTING	enable your customers to solve each others problems!
EMBRACING	involve your customers in product development!

DO: QUESTIONS - USE & TOOLS  
 WHY? WHAT? WHEN? WHO?

INTERNET SOCIAL MEDIA  
 OPPORTUNITIES  
 DAILY OPERATIONS

DO: FIND A GOOD HOME FOR IT!

STRENGTHS	FLAWS
GRAINING of methods for social relations	
ADJUSTING methods to improve benefit	
MEASURING the benefit of used/new methods	
VERIFYING which method/social relation works	
SELECTING some are better than none	

GOAL: DON'T BE DISAPPOINTED!

DO: CONSUMING QUESTIONS AND DISCUSSIONS!

BASIC/KNOWN METHODS	INNOVATIONS	(FREE) TOOLS AND HOW TO USE THEM
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90 days plan | Daily Method of operation (DMO)

DO: BE PATIENT DISCIPLINED AND SHOW THE BENEFITS  
 THINK THE IMPOSSIBLE! REALLY! EXTEND HUMANITY AND HAPPINESS!



THE GROUND/CLOUDS ARE AS GOOD AS THE DATABASES ARE. NEW BUSINESS MODELS NEED DATABASE EVOLUTION!

EVOLUTION OF...UBIQUITY, DIVERSITY, SPECIALIZATION, COMPLEXITY, SOCIABILISATION!

NEW BUSINESS MODELS WILL CHANGE THE GROUND AND GET CLOSER TO THE USER!

PREMIUM BRANDS LOSE MARKET SHARE, NO-NAMES ARE GAINING THEM!

DO: CREATE TRIBE  
 IT'S YOUR DECISION  
 DON'T TALK TO YOURSELF!



www.birgerking.net  
 THE REAL WORLD!  
 THE REA WORLD!  
 REMEMBER!  
 OVER THE HENCE!  
 EVERY HUMAN LIVES IN HIS OWN CONCEPTUAL WORLD

MASS OF INFORMATION  
 THE WORLD IS A VILLAGE  
 FUTURE: THE VILLAGE IS WORLD

LOCAL!  
 NEW TECHNOLOGY CREATES NEW BUSINESSES  
 CHANGES THE WAYS OF WORK AND LIVE  
 LOCAL COULD BE ANY PLACE OR MINDSET!

ORGANISM IS HACK!

LIVE NEVER RETREATS  
 MOVEMENT FROM GENERAL TO COMPLEX  
 INCREASES SOCIABILITY, SURROUNDED AND SUPPORTED BY LIVE.

Permission to land | How to use free tools! | MFS-Marketing



- 1. SLIDES != OUTLINES**
- 2. LESS TEXT**
- 3. MOAR PICS**
- 4. DESIGN FOR CLARITY**
- 5. HAVE SOME STYLE**
- 6. NOT ALWAYS SLIDES**
- 7. ALWAYS RECAP**