

CREATING EFFECTIVE PRESENTATIONS

START OUT STRONG



PREPARATION IS KEY

CREATE
THE STORY
FIRST



DESIGN SLIDES
THAT TELL
THAT STORY

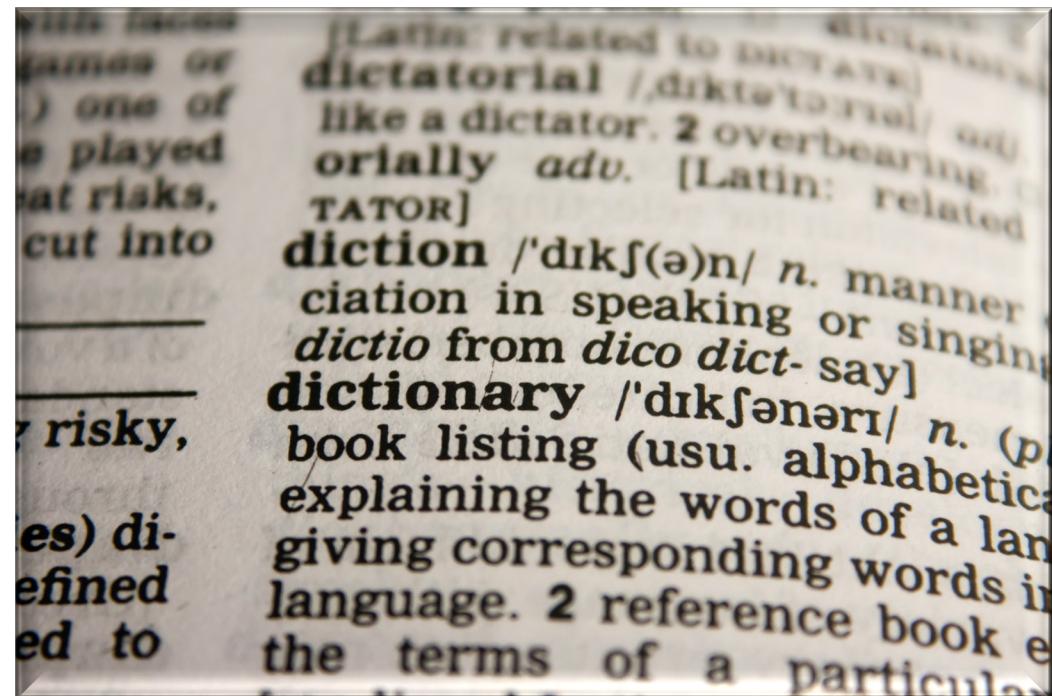
IDENTIFY THE KEY “TAKEAWAYS”

- What Is The Core Message?
- Where Is The Supporting Data?
- What Is The Best Way Of Getting It Across?

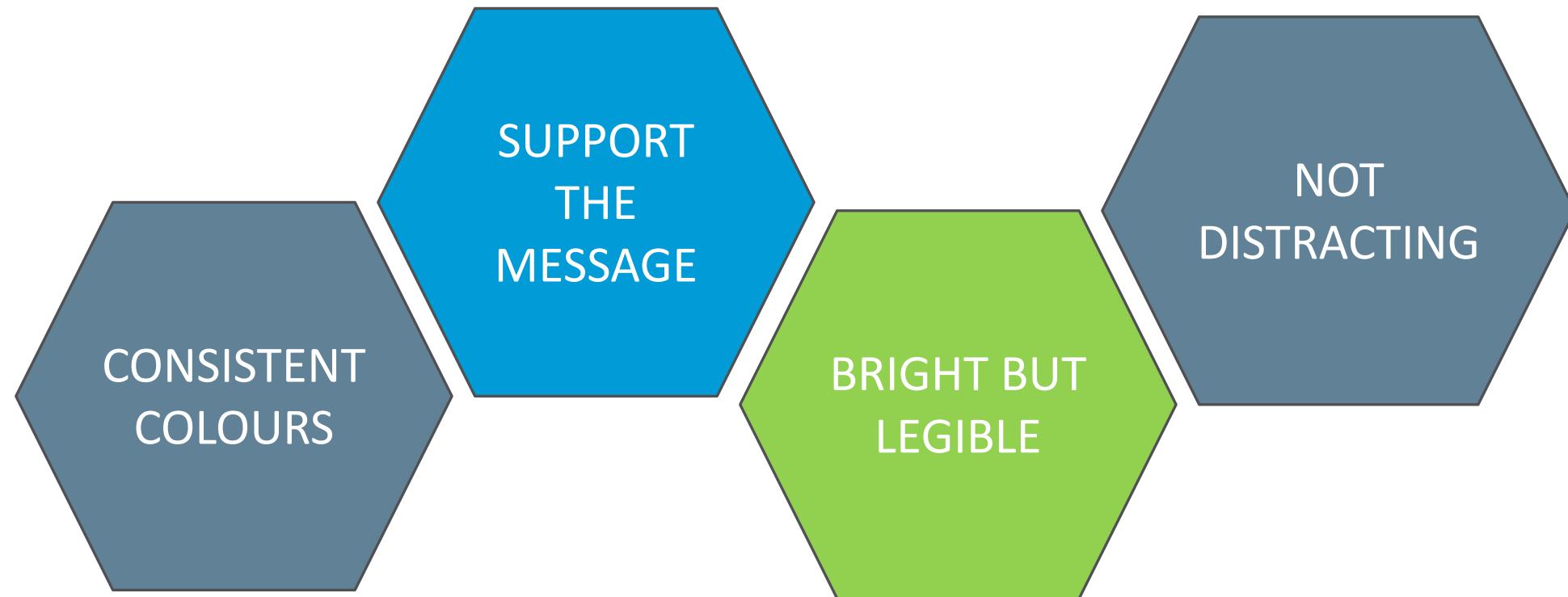


BE PRECISE WITH WORDS

- Targeting the Right Markets
 - ..delivers a message
- Sales
 - ...May be ambiguous



USE A CONSISTENT COLOUR SCHEME



KEEP IT CONCISE – THE 5/5/5 GUIDELINE

5 WORDS PER LINE

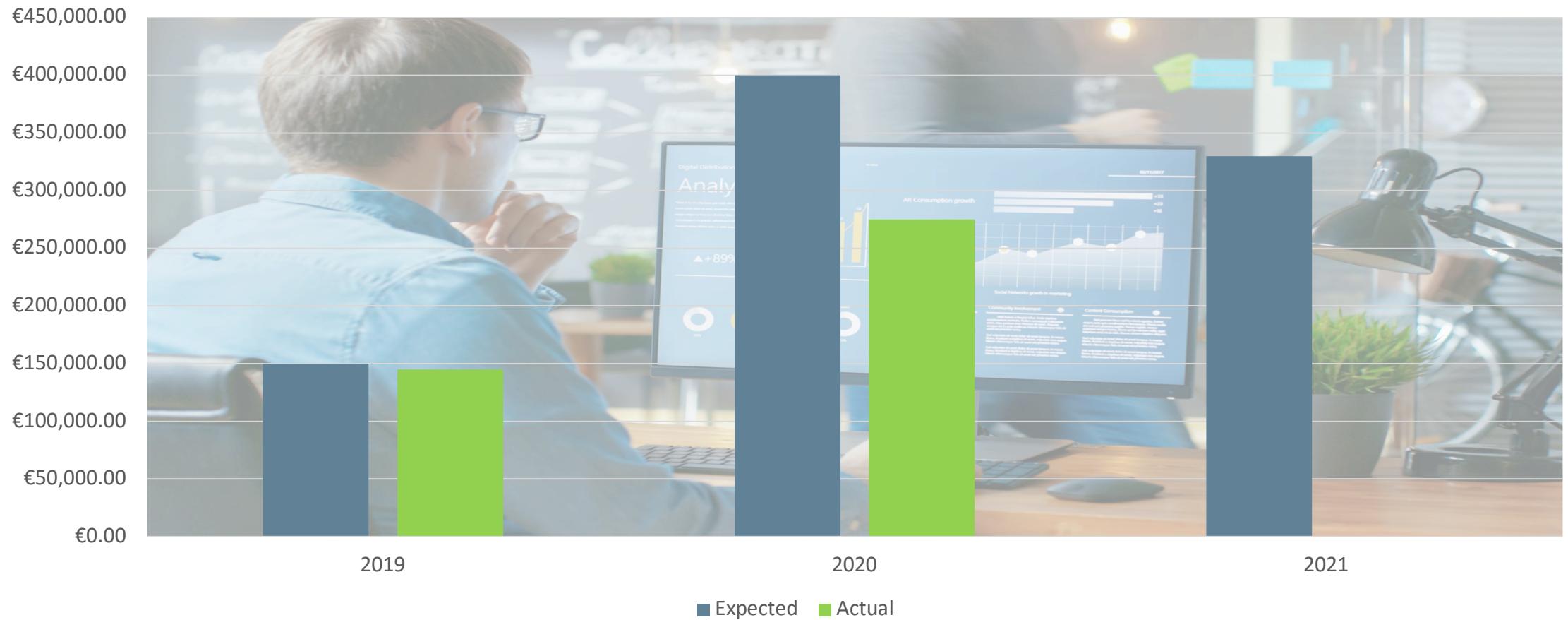
5 LINES OF TEXT PER SLIDE

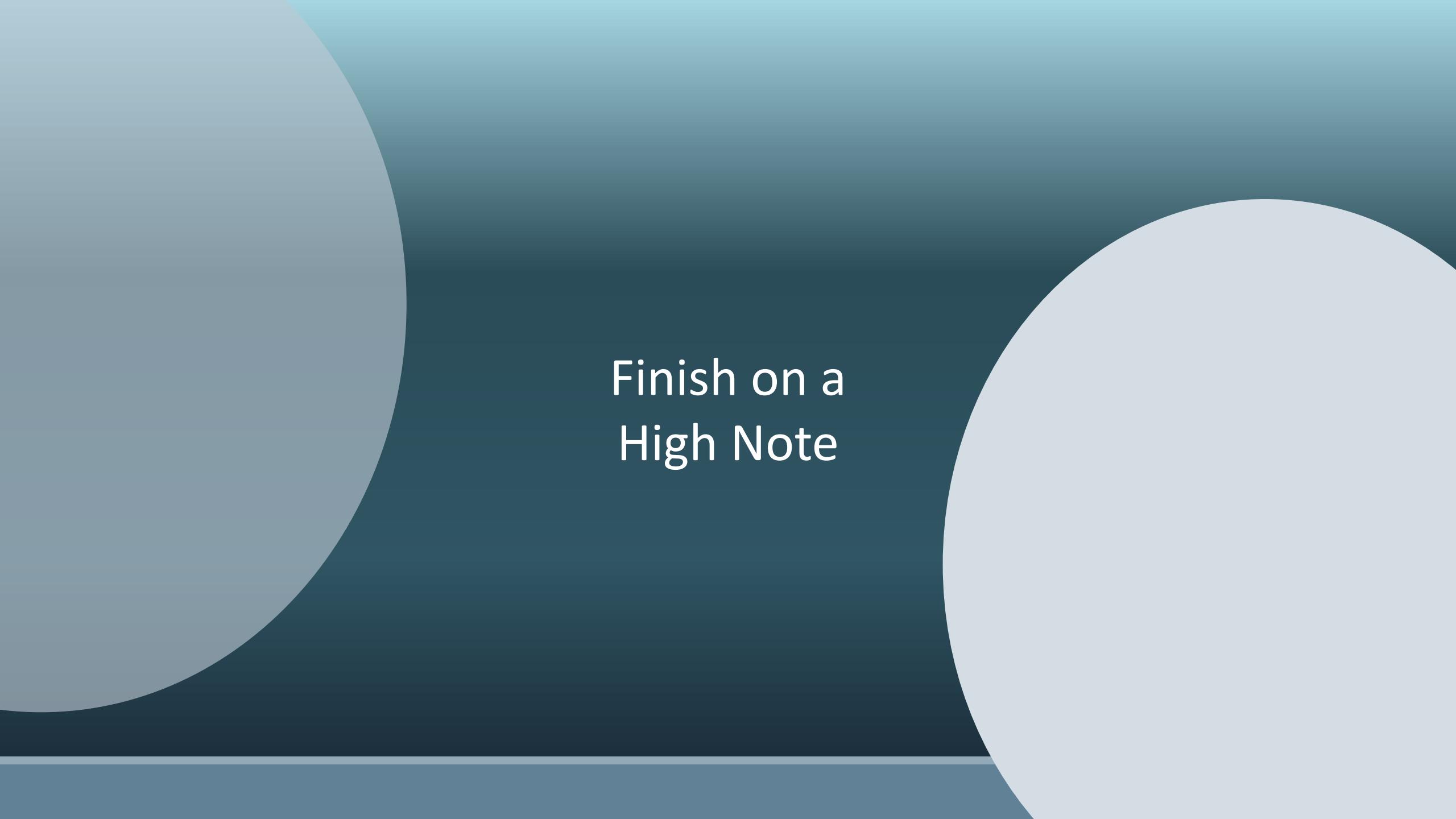
NO MORE THAN

5 TEXT SLIDES IN A ROW

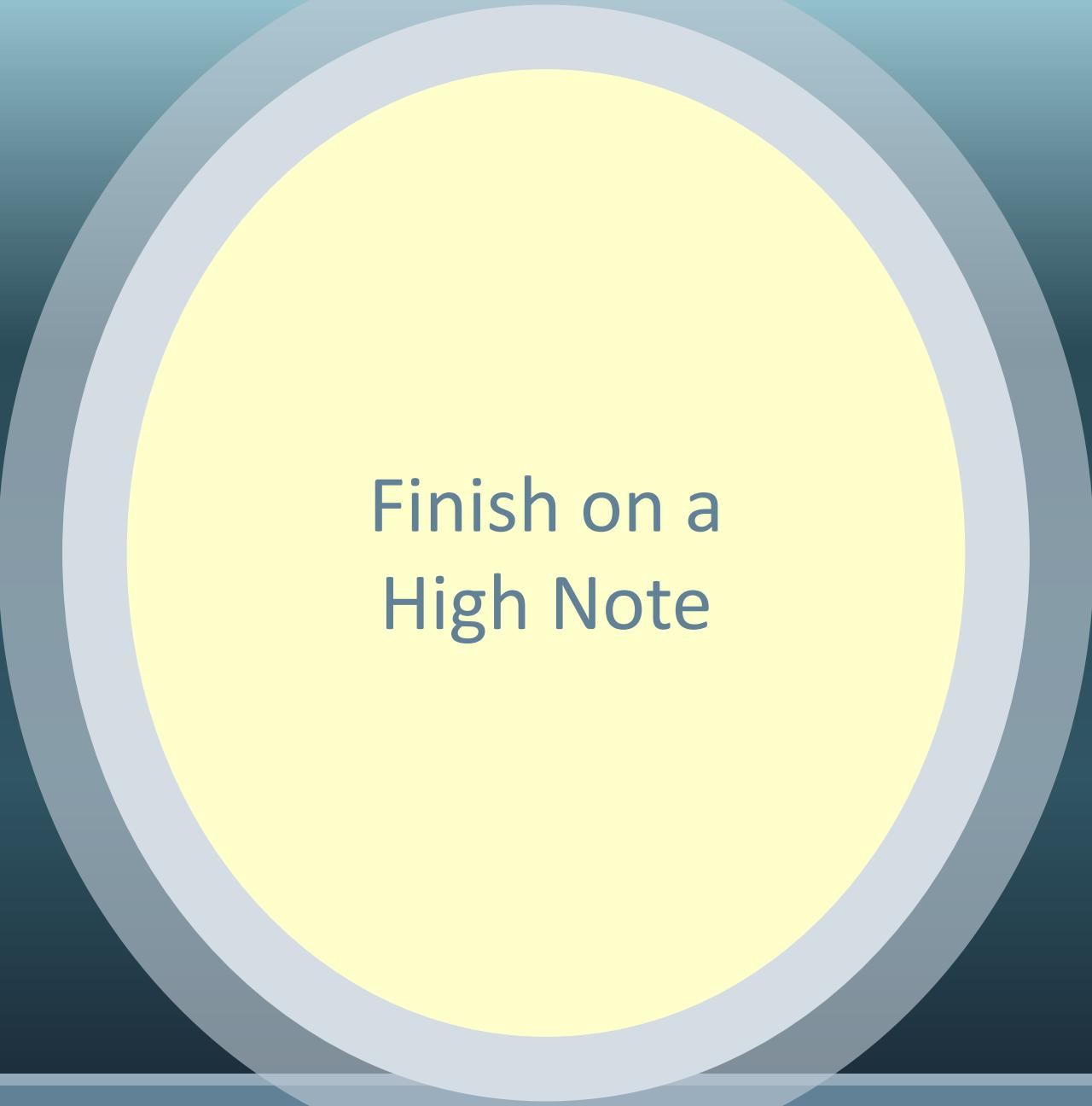
GRAPHICS MAKE AN IMPACT

Product A



The background features a dark teal gradient with two large, semi-transparent circles. One circle is light blue and positioned in the upper left, while the other is white and positioned in the lower right.

Finish on a
High Note



Finish on a
High Note