

SpeechPower

Seminar: Power-User PowerPoint for Effective Presentations

Speakers preparing public talks, seminars and client presentations generally assume (often rightly) that their listeners expect PowerPoint, yet they agree that many PowerPoint presentations are so boring that audiences have been known to burst into spontaneous applause when the projector fails. In this interactive seminar, participants will learn an innovative, listener-centered approach to PowerPoint. They'll convert PowerPoint from a tedious list of bullets into an impressive tool that boosts their authority, teaches and persuades more effectively, and makes them stand out from their competitors. (*Please note: This is not a software tutorial.*)

Topics include:

- The worst PowerPoint mistakes that presenters make, and how to avoid them.
- How to come across as an authoritative educator, not a "bullet point dandy."
- How to use PowerPoint to create superior takeaway materials for your audience.
- How to save time and aggravation by knowing what visuals you really need.
- How to rescue a boring PowerPoint presentation, even at the last minute.
- Special interactive and modular strategies for advanced users.

Goals:

- For public speakers to use PowerPoint as a potent illustrative tool that boosts the effectiveness of their presentations, and makes them stand out from their competition.

Who will benefit from this program:

- People who present at seminars, CLEs, conferences, to industry groups and associations.
- Professional service providers who market their services through public speaking and teaching.
- Individuals and teams who must win new work through illustrated presentations and competitive interviews.
- Speakers who present to regulatory agencies, community groups, project stakeholders, etc.
- Word processing and IT people who assist speakers in preparing PowerPoint slides.
- Administrators who assist with firm seminars and similar events.
- Any speaker who uses PowerPoint and wants to build better rapport with audiences, while boosting authority and credibility.

Format and number of participants:

- Interactive seminar. 1.5 hours, usually scheduled over lunch. Up to 30 participants.

Deliverables:

- Program examples are custom-tailored to your firm, its business and any existing graphics templates. Participants' reference manual (provided in pdf format) is included.