

[AV188-PPT13C]: Microsoft PowerPoint 2013 – How to create an effective pitch deck?

Length : 1 Day
Delivery Method : Instructor-led (Classroom)

Course Overview

Presentations are becoming more than just pretty visuals that were created in PowerPoint. Effective and efficient presentations that produce results are a combination of soft skills and technical skills – the right slides, in the right hands become a compelling platform from which the experienced speaker can better convey the business message; or just about get away with anything!

Audience Profile

Although primarily targeted at sales professionals involved in making presentations to groups of people, anyone who needs to prepare dynamic slideshows for presentations would benefit from this course.

At Course Completion

This course seamlessly blends a range of proven techniques with the technical proficiency necessary to make your sales presentations look polished and produce results. It also aims to show how well-designed PowerPoint presentations can make a presentation take flight. Participants will learn to create customized and dynamic, even multimedia-style presentations using a wide variety of rich media assets. Colour schemes, audience pedagogy and presentation pitfalls are also covered. In addition, participants will also learn how to build and package presentations for delivery at various destinations.

Pre-Requisites

A good working knowledge of PowerPoint is essential for making the most from this course. Ideally the participant would have attended an Essentials course, or has some working experience with PowerPoint, before embarking on this one.

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Course Outline

Module 1: "Planning is Everything"

Lessons

- The 5 presentation "W's"
- How PowerPoint Can Work For You, Not Against You
- "Content is King"

Module 2: "Know Thy Master"

Lessons

- Formatting the Slide & Title Master
- Inserting a new slide & design master
- Applying multiple masters
- Preserving a Slide Master

Module 3: "A Demon Named Colour"

Lessons

- Understanding Colour & Psychology in presentations
- Colour Schemes & the Colour Wheel
- Applying & customising a colour scheme
- Customising the slide background: Patterns & Fills

Module 4: "Small ≠ Big"

Lessons

- Balancing slide elements –layout issues
- "Please Make My Logo Bigger"
- "White Space Is Your Friend"
- When SmartArt isn't smart: drawing attractive business diagrams & charts
- Working with charts & graphs
 - Chart formatting & options
 - Importing an Excel chart
 - Creating Custom Charts
- Making the most of AutoShapes
 - Customising & defaulting AutoShapes
 - Using Shape Connectors
 - Groupings & Nestings

Module 5: "Fairytale & Stardust"

Lessons

- Finding media resources online
- External & Rich Media
 - Supported Media file types
 - Embedding vs. linking
- Importing graphics, audio & video
 - Using WAV, MP3, AIF & MID files
 - Video: AVI, MPG or RM?

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- Working with Flash –SWFs

Module 6: “Movement Thy Name Is Folly”**Lessons**

- Special Effects
 - Applying an animation scheme
 - Animating text, objects & SmartArt
 - Controlling media items
 - Timeline sequencing
- Expanding a Slide Show: Creating a Custom Show
 - Setting Up the Slide Show
 - Setting automatic slide timings
 - Rehearsing transition timings

Module 7: "L'Art de Présentation" (The Art of Presenting)**Lessons**

- Preparing to present & Reviewing the presentation
- PowerPoint on the Road
 - Using Speaker Notes
 - Printing handouts & tiles
 - Contingency Plans: Setting up for a Slide Show on a PC that doesn't have MS Office!
- Presentation pitfalls to avoid
- Understanding Basic Human Psychology & Reactions
 - Presentation Do's & Don'ts
 - "Dressed for Success"
 - Connecting to People
 - Handling Difficult Audiences

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