

VISUAL STORYTELLING

FOR BUSINESS PROFESSIONALS

Use simple visual aid design techniques and a corporate storytelling model to engage your audience!

DURATION - 1 DAY, 2 PRESENTATIONS PER GROUP

HOW YOU WILL BENEFIT...

Develop a corporate presentation to be more interactive and interesting to your audience

Change one of your presentations so the data tells a story instead of just presenting information

Work with your peers in the evaluation and development of your ideas for engaging the audience

Learn the basic techniques of visual design for creating effective slides

Implement four design methods for drawing the audience's attention

Build a storyboard to transition your message to visual presentation

Create more succinct and powerful visual aids using the three basic slide design foundations

Redesign your older slides to create more attractive and impactful slides

Leave the workshop with documented (video recorded and written) feedback from a professional speaker and your peers



COURSE TOPICS

PURPOSE & AUDIENCE

- What is your purpose?
- Who is your audience?

STORYBOARDS

- What is a storyboard?
- Designing a storyboard
- Building the transitions

PRESENTATION #1 – STORYBOARD

- Present storyboard to your group
- Get peer feedback

VISUAL AID DESIGN METHODS

- 3 foundations of visuals
- Titles and Claims
- Designing for attention

REDESIGN YOUR SLIDES

- Using slides from an older deck, redesign using these new methods

COURSE ACTIVITIES

DEFINE THE PURPOSE AND AUDIENCE FOR YOUR MESSAGE

Each participant will define the audience today and the desired change in the audience after the presentation.

CREATE A STORYBOARD

Each student will create a storyboard to assist in the development of the visuals.

PRESENT YOUR STORYBOARD

Students will present their storyboards in groups and get peer feedback.

DEVELOP YOUR VISUAL AIDS

Redesigning the visuals will be done on your laptop using your presentation software.

DEVELOP YOUR VISUAL AIDS

Presentations delivered and video recorded with feedback for the students.

CONTACT US!

Call us at 01 5240257 or email us at info@nxtgen.ie for more information

www.nxtgen.ie