Pruning the Deadwood From Your Overgrown Visuals

Visuals that complement, not complicate

Effective visuals educate and persuade

Effective visuals can make or break your next presentation. Many presenters fall into the trap of using too many slides that contain too much data. Some presenters are guilty of death by PowerPoint—thoughtless preparation and overuse of gimmicks. In short, visuals should be concise and simple. Whether they are slides, flip charts, or handouts, visuals should support and enhance your presentation, not take it over.

Who should attend

This program is designed for individuals who create and deliver presentations or who design visuals for their colleagues' presentations. PowerPoint techniques are discussed, but this is not a PowerPoint class.

What you will learn

Visual support helps listeners understand abstract concepts or complex data. However, your visuals should be easy to read and absorb. Visuals that are too text heavy or too cluttered with animated effects will distract and confuse listeners—causing them to tune out. While animation can spice up your presentation, too much "pizazz" will overshadow you and your message.

In this dynamic program, you will learn how to:

◆ develop visuals that are purposeful and easy to absorb

◆ use descriptive headings and key concepts to aid in retention

◆ create simple charts and diagrams with useful captions

◆ redesign your visuals for color, simplicity, and balance

Program format

Pruning the Deadwood from Your Overgrown Visuals is a two-hour program where participants gain tools to improve and energize their visual aids without overwhelming their audiences. The program includes handouts, slide makeovers, and an action plan to put new ideas to work.

To register, contact:

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