

# MS PowerPoint in business presentations

# #1 How to achieve what we want to achieve with PowerPoint® presentations ...

- The criteria for the effectiveness of the presentation and speeches,
- The lecturer's goals and the needs of the audience,
- Purpose of the presentation and the meaning of the slides,
- Presentation and slidedoc Nancy Duarte tricks.

# #2 How to make a PowerPoint® presentation interesting

- Form and content golden moderation,
- Using the language of benefits in the context of the purpose of the presentation,
- Getting out of the schematic nature of the slides,
- The proportions of the content of structure elements.
- How to build a slide from the substantive and graphic side (ZEN of Garr Reynolds' presentation).

### #3 PowerPoint® slideshow

#### Transitions and animations:

- · entrances, highlights and exits,
- · timing and triggers,
- A show with the presenter's view, i.e. a presentation without switching and technical breaks,
- Using PP notes PP prompter,
- Custom show one presentation for several audiences.

# #4 The form of presentation in PowerPoint®

#### Fonts:

- o size,
- o colorr,
- Type,

#### Slide structure:

- key words and pictures,
- o the number of slides,
- placement on the slide (text + image),
- number of elements per slide and for the entire presentation.







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### #5 Inserting and managing the content #6 Automation of work and extra of slides in PowerPoint®

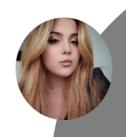
- Inserting and editing images, clip art, shapes and SmartArt shapes,
- Inserting and editing tables,
- Inserting and editing charts,
- Inserting and editing video and audio,
- Graphic effects,
- **Triggers** (e.g. a movie that starts after the appropriate time or click),
- **Layers** how to deal with graphics consisting of several elements,
- Create background styles and graphics - letterhead template.

# possibilities in PowerPoint®

- Quickly prepare a presentation by defining patterns and layouts:
  - slides,
  - information materials.
  - notes,
- Automatic generation of advanced training materials from PP thanks to the use of note patterns,
- Using footers, headers, page numbering, date and time,
- Use of slide layouts depending on the content (e.g. title slide, expansion slide, final slide, transition slide).

### **4GROW Toolkit**

After the workshop, each participant receives the 4GROW Toolkit with ready-to-use slides, full of inspiration and useful links to photo banks and icons.



Have any questions? Feel free to contact us. Adrianna Ostrowska Open Training Coordinator

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