

# MS PowerPoint in business presentations

## #1 How to achieve what you want to achieve with a PowerPoint® presentation

- Criteria for the effectiveness of presentations and speeches,
- The presenter's goals and the listeners' needs,
- The 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** – the golden moderation,
- Using the language of benefits in the context of the purpose of the presentation,
- Leaving the stereotypical slides,
- Proportions of the content of structure elements,
- **How to build a slide from the substantive and graphical point of view** (ZEN of Garr's presentation Reynolds ).

## #3 Presentation format in PowerPoint®

- **Fonts:**
  - size,
  - color,
  - type,
- **Slide structure:**
  - words and images keys,
  - number of slides,
  - positioning on the slide (text + image),
  - number of elements per slide and for the entire presentation.

## #4 Insert and manage slide content in PowerPoint®

- Insert and edit pictures, clipart , shapes and SmartArt
- Inserting and editing tables
- Inserting and editing charts
- Inserting and editing video and audio
- Graphic effects
- Triggers (e.g. a video that starts after a specific time or click)
- Layers – how to deal with graphics consisting of several elements
- Creating background styles and graphics – corporate template

# MS PowerPoint in business presentations

## #5 PowerPoint® slide show

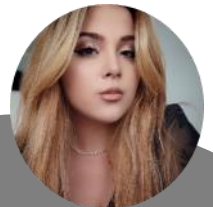
- Transitions and animations
  - Entries, highlights and exits
  - Timing and triggers
- A show with the presenter's view, i.e. a presentation without switching or technical breaks
- Using PP notes – PP prompter
- Custom show – one presentation for several audience groups

## #6 Work automation and extra possibilities in PowerPoint®

- Quickly prepare presentations by defining patterns and layouts:
  - slides,
  - information materials,
  - note,
- Automatic generation of advanced training materials from PP thanks to the use of note templates,
- Using footers, headers, page numbers, date and time,
- **Use slide layouts based on content** (e.g. title slide, expansion slide, end 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.



Do you have any questions?  
Please contact me

Adrianna Ostrowska  
Open Training Coordinator  
789 220 112  
[adrianna.ostrowska@4grow.pl](mailto:adrianna.ostrowska@4grow.pl)