

cadmium
communications

*helping you communicate

You want to make **YOUR** presentation the best it can be. You **NEED** to stand out from the crowd and **WOW** your audience, but...

WHERE DO YOU BEGIN?

We firmly believe that the creation of a successful presentation is based on far more than the technology used, and we are convinced that the following points will help **YOUR** presentation to achieve the maximum impact possible.

1
planning

2
content

3
style

4
rehearsal

5
display

6
our help

1

planning:

Give yourself as much **TIME** as possible to think about what you want to say, and then to design and create it.

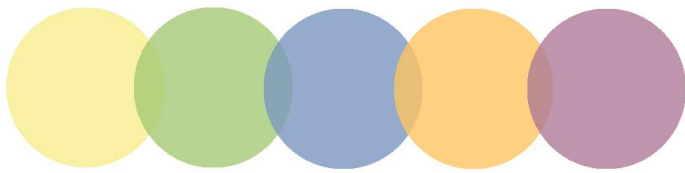
Know both your **OBJECTIVE** and your **AUDIENCE**, refine your approach and be sure to create a presentation that will be exactly right for the occasion.

2

content:

Brainstorm, carefully decide on all your key messages and then relate them to your **OBJECTIVE**. Constantly question what you are saying, how you are saying it and its relevance to **THIS** specific audience.

Plan your ending...this will be what everyone remembers!...build up your points to a memorable finale...leave your audience **EXCITED, ENERGISED** and **ENTHUSED** !



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3

style:

Storyboard your ideas. Draw up a simulation of how your finished slides will look. Ensure there are no wordy lists of bullet-points. Consider design issues...fonts, colours and backgrounds. If 'a picture is worth a thousand words', then why not ensure you have plenty of good quality images to help you make your point in a more visual manner?

Make use of video, music, and interactivity if appropriate. You are trying to create a '**SHOW**'...turning a presentation into an '**EVENT**'.

Please try to **AVOID** using templates. They are boring, restrictive and do nothing to make your presentation '**STAND OUT FROM THE CROWD**'

4

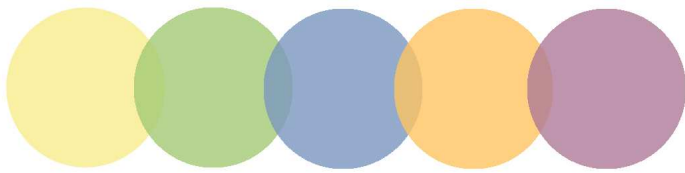
rehearse:

Practice, Practise, Practise...there really is no excuse for turning up on the day unprepared. Ensure that you know your presentation inside out, be confident that you have included the right content and that you are prepared for any questions you may be asked. Never lose sight of your **OBJECTIVE**.

A good presentation can be a very useful tool, but it is really only as good as its presenter and as such the key really is in the preparation and the detail.

5

display:



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Never assume that the right equipment will be available at the venue where you will be presenting. A quick call to check what is there and what you will need to take along with you, may save you from a potentially embarrassing situation. **ALWAYS** carry a back-up of your presentation and preferably spare cables and connectors too. 'In-house' equipment is infamously unreliable...if you have any doubts, **TAKE YOUR OWN**

REMEMBER... you are presenting not just your slides but yourself, and that your companies' image and reputation may be at stake. Do not be unprepared or accept second best

6

our help:

For the majority of people, creating a presentation is often an unwelcome chore, that is where we come in. Cadmium has over 15 years experience building memorable and above all else successful presentations for a host of blue chip clients. We have the skills and knowledge to take your ideas and work with you to create something special.

We strongly believe that whilst a great presentation can help to make a poor product or service look better, a bad presentation serves only to make even the greatest product or service look poor.

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Where do you begin?

This is just a shortened version of our guide to creating a better presentation. For a comprehensive edition of Pres-Plan please go to our web-site where you will be able to download it for free.

www.cadmium-world.co.uk