



VISUAL STORYTELLING

Engaging Presentations

For Business Professionals

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

How Will You 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

Workshop Description

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

2 Presentations per Group

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Course Activities

- 1 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.
- 2 Create a Storyboard**

Each student will create a storyboard to assist in the development of the visuals.
- 3 Present your Storyboard**

Students will present their storyboards in groups and get peer feedback.
- 4 Develop your Visual Aids**

Redesigning the visuals will be done on your laptop using your presentation software.
- 5 Develop your Visual Aids**

Presentations delivered and video recorded with feedback for the students.