



"A new, effective and memorable way to Communicate and Present"

PROGRAM

- **Presenting in the Conceptual Age**
D. Pink's "Six Senses" and Tony Buzan's "MIG"
- **Creativity and Restrictions**
The "Pecha Kucha" example
- **Designing and planning**
The importance of Storyboarding
- **Make your message memorable**
The "SUCCESS" principles
- **Stories and Storytelling**
 - Sequence: from the Problem to the Solution
 - Contrasts, Emotions, Authenticity
 - The "Hero's Journey"
- **Why Simplicity matters**
Simplifying to Amplify
- **Presentation Design: Principles and Techniques**
 - Signal-to-Noise Ratio
 - Using the Space: Grids and Composition
The "Rule of Thirds"
 - Text, Images and Graphical Elements
 - Contrast, Repetition, Alignment and Proximity
- **The Art of Presenting**
 - Being present and aware
Believing in our message
 - Engage your Audience
 - Remove Barriers to Communication

To how many boring and irrelevant presentations did you attend? Do you remember why? A speaker reading through slides full of data - words and numbers worth a document, not a keynote speech... Standardized graphics, everything smoothed down... The message gets lost because communication is boring and unable to involve: this is the "death by Powerpoint"! Presenting is an art, requires care, balance and simplicity. In this Conceptual Age our presentations must tell a Story, must emotionally "resonate" with our audience. Our slides should be just a visual support to our narrative - slides shouldn't have their own life, without the presenter and the act of presenting. We should always keep in mind a Presentation is not a Document: to create beautiful, effective and memorable presentations, inspired by story-tellers

Who should attend?

Managers, Entrepreneurs, Politicians, Professionals, Physicians, Scientists, Teachers, Marketing & Sales Professionals, Public Administrators and Social Operators... Whoever wants to Communicate in a dynamic and effective way

Expected collateral effects?

- * Your communication and teaching will be clear and effective
- * Your presentation will be engaging and exciting
- * Your audiences will follow you
- * You'll be able to present without stress

Attendees will receive:

- Presentation material used during the teaching sessions
- Notepads, blank Storyboarding sheets and coloured pens
- A copy of Garr Reynolds' best-selling book "Presentation Zen"

What will I learn?

- The foundations of an effective and memorable Communication
- How to design a presentation, independently by the media you'll use
- How to put your "message", not the "tools" (Powerpoint or Keynote) at the core of your presentation



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