PowerPoint Design for Business Presentations (v2013)

S$750	2 Days	Intermediate

About this Course

Whether your delivering the presentation or preparing it for others, the use of PowerPoint has become one the most ubiquitous tools in business. And still, so few of us have learned the depth and full range of its capability to creating truly stunning, engaging or compelling presentation decks.

This 2013 version of PowerPoint aims to embed the mind-set of transitioning to working online and being collaborative. High on most organisations radar is the issue of productivity - see how PowerPoint when employed with best practices, resources, and depth of knowledge can produce more effective, less time-consuming slide decks.

This course is not just clicking buttons and learning the basic functions but introducing you to using PowerPoint in the context of your job role; and showcase its full potential. Whether its designing icons, creating compelling content, using 3D models, or using video and animation to showcase concepts to clients or management.

Who is this for

Anyone in business who does a presentation or uses PowerPoint to aid in their work. Whether it's to inform, sell, market, demo, train or influence in a business environment. These include a wide variety of persons ranging from IT, Engineering, Sales, Marketing, Product, HR, Business Development and Management, Finance, and more.

Prerequisite:
This is an **Intermediate-Advanced Level** course. Participants must have a good working knowledge of the MS PowerPoint environment.

Notice:
This course will be running and taught based on the PC Windows software and not Mac versions. (All Laptops and materials will be provided)

Day 1

Introduction
Learn how PowerPoint can be a productive and cost saving application when applied with the right resources; such as media libraries platforms and pre-made information decks. Lastly, get a glimpse to the science behind effective presentations, with an emphasis on slide deck design and structure.

New to 2013 version
Touch mode, Compressing Media, Colour Pickers, 16:9 Ratios, Ink Tools, Merge Shapes and Presenter Views. These new tools will be incorporated into the training topics of this course in addition to acquiring skills beyond the basic/ intermediate functionality.

Image Design
Participants will learn picture and artistic effects and the effortless way in which they can be applied to their images and text. This topic is intended to give a broad overview of the toolset with an eye to learning a range of styles, effects and how using combinations of these can create thrilling new visuals or keep them within the context of the organisations brand ethos.

Shape Design: Icons, Diagrams & 3d Models
The staple of most presentations is the employment of shapes to create diagrams, process charts, icons and models. Participants will learn how to use Merge Shape functionality to create different styles of icons, from Silhouette to flat designs – without any skills required for being a graphic designer. 3D models are a stunning feature to include when showing concepts to clients and management by incorporating them into images and video, or even just stand-alone models. Participants will understand the rules to producing more complex models and will produce simple IT-network models and real-word objects.

Video Design
As companies move slowly away from text-heavy slides, video is becoming more prominent and an engaging feature to add in to presentations. Participants will be shown how using video can enhance the effectiveness of presentations messages. Including Embedding, formatting, trimming, bookmarking and editing of video.

Day 2

Corporate Design: Templates, Layouts and Reports
Many presentations often look thrown together without baring much resemblance to the organisations they represent. Whilst most companies already have a corporate template, many do not employ layouts to speed up their work and standardise the design based on established brand guidelines. Participants will learn to build templates, layouts and common information slides to make their work more productive. This includes providing alternatives to just printing slides as reports by building proper notes pages and menu-based pdf documents.

Content: Assertion-Evidence, Infographics and Charts
Ubiquitous to business slides decks is the use of text-heavy content. Participants will learn a more methodical technique of developing content. Writing the summary of each slide as its tagline and using the body of the slide to provide supporting evidence. Empirical evidence has stated that this Assertion-Evidence model is effective and will be taught in this training. Infographics and charts will also be featured as another way to express content in a more engaging and detailed form. Participants will be hands-on in making-over bad or poorer written slides using the techniques learned.

Advanced Motion Path Animation
Often overlooked in business because of misuse, animations correctly used, should be for simulations, demonstrations and controlling flow of information. Learn the techniques to correctly sequencing multiple animated objects.

Unique to this Course
- 500+ Sample slides and other Materials
- 300+ Sample Icons
- After Course Support
- In-house versions of this course are 100% Designed and Customised based on your company brand guidelines and scope of work

Impress TRAINING

Mark Normand

About the Trainer

Mark co-founded Impress Training in 2007 with the vision to raise the quality of training programmes that focused on key areas of business and issues of affecting productivity. As a boutique training company, Impress training has the flexibility to constantly take advantage of new office technologies, innovative service models, and bringing talents that provide workshops that instil change.

Under his stewardship, Impress Training has evolved into a training company with a reputation for delivering high quality training content with practical emphasis. This has allowed the company to be recognised for generating innovative insights and solutions that have yielded our 2013 Most Promising SME awarded by Small Medium Business Association, and the Gold Medal for Best IT Training Provider awarded by Human Resources Magazine.

Before founding Impress Training, Mark, originally from England and has lived in Singapore for the past 23 years. He has worked in the area of Sales, Marketing, Product Development, Business Development, Education, and Corporate Training. He holds an Honours degree in Business Studies and Information Technology, held judging positions for global Presentation competitions, written eBooks and has other business ventures in the UK.

Mark has trained medium-sized and multinational companies at different levels of management, from C-Level to Executives. Including companies such as Coca-Cola, Rhode & Schwarz, AIG, SingTel, Singapore Tourism Board, OCBC Bank, ZF Asia Pacific, Kongsberg Maritime, PSA Corporation, Sampoerna Organisation, Ministry of Manpower, ST Electronics, Land Transport Authority, Esplanade and many more.

"The one and only powerpoint design course that you have to attend."
Desmond Quek, Manager, Accounting and Corporate Regulatory Authority

"Excellent course! Never knew PowerPoint could do so much! It's like photoshop in PowerPoint!"
Zhang Jiawei, Financial Analyst, International SOS Pte Ltd

"Best training ever! Mark have awesome knowledge on powerpoint that practically he can create anything, you ever need for business and marketing."
Soon Chee Kwang, Director, InTrack Market Services Sdn Bhd

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