Presenting for Impact

Structure & Slides

11 November 2022 | The Hague

One-day fundamentals seminar

What's the biggest problem with presentations? It's not boredom or nerves, it's lack of clarity and purpose. The goal of this seminar is learn to structure your communication so the essential is shown in the best possible advantage.

10:00 – 13:30 | STRUCTURE

We will look at the basic storytelling structure and the questions we need to answer while preparing a presentation. Who is the audience? What are their needs? What's the problem and the solution? Finally, who should do what by when after the presentation is over?

14:30 – 18:00 | SLIDES

The most common problem with slides is "too much text". We will learn a few design tricks so "a lot of text" doesn't look like "a lot of text". We will also explore various approaches to illustration and data visualisation.

Delivered by
Alexei Kapterev

- Author of *Death by PowerPoint*, the world's most popular presentation on presentations with over 18 million views

- Author of *Presentation Secrets*, a bestselling book on presentation skills

- Instructor of the Coursera presentation skills specialisation, rated among 50 best MOOCs of all time by ClassCentral.com

- Guest lecturer at the Moscow School of Management SKOLKOVO and the Stockholm School of Economics

- Executive Master in Change, INSEAD

- Honorary member of the UK Speechwriter Guild

- Among his clients are Heineken, Nestlé, PepsiCo, BCG, UniCredit and the World Health Organisation

Alexei provides conceptual frameworks, helpful examples, and practical advice. His warmth and his empathy for anyone who must stand up and address a crowd come across nicely.

— Prof. Tom Eisenmann, Harvard Business School

Hosted by
EuroClio

€350 per person
12 people max
Lunch included

Registration:

steven@euroclio.eu