



1 DAY CONFERENCE CERTIFICATE PROGRAM

Audience Presentation software is one of the few tools that require professionals to think visually on a daily basis. Yet, effective visual expression is not easy, natural or actively taught in undergrad or grad schools. If you must transform your own or colleague's content and information into a clear, visual story, then VisualStory® for DT&L is the perfect pre-conference certificate program.

Description Presentations are broken—including those delivered online. The only proof you need is sitting through the next one presented by your colleague, your boss or business partner. The presentation paradigm must be changed in order for all the brilliant ideas to be heard. But how?

VisualStory for DT&L provides the instruction and tools to forever shift your mindset about typical presentations. Through collaborative exercises, you'll learn and practices the skills needed to more deeply connect with your audiences – and visually display your message for a memorable presentation and call-to-action. Based on Nancy Duarte's award-winning books *Resonate* and *Slide:ology*, our workshop delves into:

- Why presentations miss the mark
- Presentation spectrum – and choosing the best tool to deliver the message
- Audience and speaker analysis – and building common ground between both
- Structure and story – built using the Duarte PresentationMap™
- Think like a designer
 - Presentation clarity – define Signal and Noise
 - Visualize information – tools to turn words into pictures
 - Arrange elements for clear communication
 - Convey visual unity

Learning Objectives 1 Day VisualStory workshop attendees focus on these learning objectives:

- Identify the needs of the audience
- Match audience needs with presenter's shared experiences, values and goals
- Build an analog storyboard, addressing the presentation's big idea, structure and flow
- Identify a slide's signal vs. noise (signal:noise ratio)
- Arrange slide elements for audience comprehension

Job Aides Duarte has designed VisualStory-specific job aids, to reinforce learning during and after the workshop:

- StoryMap™ • *HBR Guide to Persuasive Presentations* • Workbook

Structure of the Day Our full day workshop starts at 9:00 am and ends by 5:00 pm, with three 15-minute breaks and one 30-minute lunch. No need to bring your computer! We work with pens and stickie notes.

About Duarte

Since 1988, Duarte has created presentations for the world's most innovative companies including Adobe, Cisco, Citrix, Electronic Arts, Food Network, HP, Disney, Facebook, Google, Genentech, Kaiser Permanente, SunPower, Humana, Intel, Symantec and Twitter. Duarte also partners with TED and Pop!Tech, and worked with Al Gore to develop the presentation that became the Academy Award winning documentary *An Inconvenient Truth*. Duarte has trained over 50,000 people within the financial, healthcare, pharmaceutical, packaged goods, marketing and advertising, education, high-tech, biotech, and non-profit markets.

Short Summary Block

Presentations are broken—including those delivered online. The only proof you need is sitting through the next one presented by your colleague, your boss or business partner. So how do we improve them? Based on Nancy Duarte's award-winning books *Resonate* and *Slide:ology*, VisualStory for DT&L provides the instruction and tools to forever shift your mindset about typical presentations, learning how to more deeply connect with your audiences – and visually displaying your message for a memorable presentation and call-to-action. If you must transform your own or colleague's content and information into a clear, visual story, then VisualStory® for DT&L is the perfect pre-conference certificate program.